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MEN'S ATTITUDES TOWARD COTTON AND OTHER FIBERS IN SELECTED CLOTHING ITEMS

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ABSTRACT

Men's attitudes and opinions affecting their purchase and use of cotton and competing fibers in selected clothing items are reported in this nationwide survey. Focus of the study are dress shirts, light-weight sport shirts and slacks, and undershorts. For six other items--pajamas, socks, undershirts, outerwear shorts, tailored sport coats, and outer jackets--inquiry was made only about ownership, purchaser, number purchased in 12 months prior to interview, and type of store in which the items were usually bought.

Keywords: Consumer research, Textiles, Men's clothing, Fiber preferences, Natural fibers, Synthetic fibers.

PREFACE

The information herein originated as one of a group of studies conducted by the Sample Survey Research Branch, Research Division, Statistical Reporting Service (SRS), U.S. Department of Agriculture (USDA), to determine consumer reactions to agricultural products.

The study was designed to provide insights into measures which might be taken by natural fiber producers to market their commodity more effectively, to provide guidelines for product improvement research, and to provide consumers with an opportunity to express their opinions.

The study was planned under the general direction of Margaret Weidenhamer, SRS. Additional advice was provided in the planning stage by subject matter specialists in USDA, The National Cotton Council of America, and Cotton Incorporated. Crossley Surveys, Inc., under contract with USDA, designed the sample, developed the questionnaire, collected the data, and prepared a draft report. These phases of the study were supervised by Staats Abrams and Carol Finn, Crossley Surveys, Inc.

On April 29, 1973, the Market Research Section of the Sample Survey Research Branch was transferred to USDA's Economic Research Service (ERS). Hence, the final report was prepared under the auspices of Consumer Surveys, National Economic Analysis Division, ERS.

Washington, D.C. 20250 October 1973

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HIGHLIGHTS

Men were almost twice as likely to associate cotton and wool with men's apparel as they were polyester and nylon, in a nationwide sample survey of men aged 18-65. Misconceptions about fibers, permanent press finish, and knit or woven construction were also uncovered in discussing respondents' use of cotton and competing fibers.

About 1 in 4 who showed the interviewer a sample of the type dress shirt they said they wore most often described it incorrectly. The largest proportion of respondents who did so were those claiming they wore an all cotton shirt. (Generally, these shirts were cotton blends.) The lowest proportion of incorrect responses was among men claiming to wear a cotton blend.

Wives and mothers were the usual purchasers of dress shirts for almost half of the men interviewed. Yet the incidence of incorrect descriptions of all cotton dress shirts did not vary significantly between men buying their own dress shirts and men whose dress shirts were usually bought by someone else. A possible explanation might be that slightly more than 1 in 10 respondents felt that an item of clothing had to be 100 percent cotton to be called a "cotton" item. A majority of men interviewed would call an item of clothing "cotton" as long as there was more cotton in it than some other fiber.

Style and color were selected as the most important features in dress shirts, and light-weight sport shirts and slacks. For undershorts, although style was still the most important feature, fiber received the second largest number of mentions. Brand name was mentioned most as the least important feature for each of the four selected clothing items.

Generally, a significant proportion of those respondents who think certain information should be on labeling of dress shirts and light-weight sport shirts and slacks did not indicate that this information was looked for at the time of purchase.

Compared with 100 percent synthetic fiber, 100 percent cotton fiber was more likely to be associated favorably with comfort on the skin and moisture absorption and less likely to be associated favorably with wrinkle resistance and need for ironing.

A blend of cotton and synthetic fiber with a permanent press finish was preferred for dress shirts and for light-weight sport shirts and slacks because of wrinkle resistance and the little or no ironing needed.

MEN'S ATTITUDES TOWARD COTTON AND OTHER FIBERS IN SELECTED CLOTHING ITEMS

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INTRODUCTION

The textile industry's consumption of cotton has been steadily decreasing due to increased use of manmade fibers. To study men's awareness, use, and attitudes toward cotton and other fibers in selected articles of clothing, a nationwide survey was conducted by personal interview during late September and October 1971. A probability sample was used of all men, between the ages of 18 and 65, residing in private households in both urban and rural areas throughout the United States, excluding Alaska and Hawaii.

A total of 4,320 assigned sample listing units yielded 2,001 completed interviews. A differential callback procedure was used to complete an interview with each eligible respondent. Screening questions were used to identify eligible respondents. However, no more than two eligible respondents, randomly selected, were interviewed within a household. A complete description of the sampling procedure used in the survey is presented in the appendix.

As in all surveys in which a sample is interviewed rather than the total population, the findings are subject to sampling errors. The sample design, sampling method, completion rates, and approximate confidence limits for percentages generated by this study are shown in the appendix.

The findings are presented as summaries of the statements made by the respondents and are subject to errors of response. It is especially important to keep this in mind in analyzing data on fiber preference and stated ownership and purchase, since difficulties with fiber identification have some influence on the validity of the respondent's answers. Some misstatements by respondents did occur. These will be fully described later in this report. However, this study was not intended to provide estimates of fiber consumption but rather to collect data about opinions and attitudes of selected men toward various fibers.

Since respondents were also indicating from memory the number of each article of clothing purchased in the year prior to the interview, the responses may reflect some errors in recall.

Whenever reference is made to "type" of article of clothing, fiber content as well as with or without permanent press finish and the way the fabric was made--woven or knit--were included. When reference is made to "kind" of article of clothing, it involves either knit or woven.

Summary tabulations are included throughout the text. Multiple answers account for percentages adding to more than 100 percent and for subcategories adding to more than percentages shown for the entire category. Some percentages do not add to 100 percent and some subcategories do not equal the percentages for the entire category because only highlights are presented in these tables. The miscellaneous categories of information ("Other"), shown throughout the tabulations, are the merging of all the ideas or items which individually were mentioned by 2 percent or less of the respondents in reply to a particular question. Respondents were asked to indicate total annual household income before taxes, household composition (age and sex of all members), and their employment status and educational level.

The report concentrates on those results that appeared to contribute most to an understanding of men's opinions about the subject areas covered in this study. As a result, responses to a few questions have not been included in the text or appendix tables. Throughout the report, the terms "respondent" and "men" are used interchangeably. The references in parentheses are to the numbered questions in the questionnaire and to the appendix tables which summarize answers to the questionnaire.

Demographic characteristics are discussed in the text when results are of particular interest. More comprehensive coverage is in the appendix tables. Findings by background characteristics are solely descriptive. The reader is also cautioned against assigning any cause-and-effect relationship from these results. Highly interrelated personal characteristics such as age, educational level, and household income are shown separately. Combining them would result in an excessive number of separate groups with too few respondents in each. However, the interrelationship among characteristics is shown in the appendix.

The questionnaire and visual aids used and the tabulations follow the sample description in the appendix.

AWARENESS OF FIBERS

When respondents were asked to name all the different fibers that might be used in men's clothing, natural fibers were mentioned more often than manmade fibers. Cotton and wool had a high level of association with men's apparel, with mentions of 90 percent and 83 percent, respectively. No manmade fiber achieved a similar high level of association. If a respondent mentioned both a generic name and a trademark name for the same fiber, the fiber was counted only once. After eliminating the duplication between generic and trademark mentions, polyester and nylon were the manmade fibers mentioned most frequently (by about 45 percent of the respondents). Only 2 percent of the respondents did not volunteer at least one fiber.

The better educated and more affluent males were more conscious of manmade fibers than those who were less educated and less affluent. However, even within the better educated and more affluent groups no manmade fiber was mentioned as frequently as cotton or wool.

There was no major variation in the frequency of cotton mentions by level of education, household income, occupation, age, or community size. In contrast, awareness of wool varied according to level of education. Within the highest educated group, wool was just as likely to be associated with men's apparel as cotton. These and other related findings are shown below:

	U.S. total	Grammar school or less	Some high school	High school graduate	Some college or more
	----------Percent----------				
Natural fiber mentions:	97	92	95	97	99
Cotton	90	88	87	91	92
Wool	83	69	78	84	92
Silk	25	22	26	26	26
Other	10	5	6	9	16
Manmade fiber mentions:	81	66	71	84	90
Polyester	47	27	36	49	61
Nylon	46	40	40	48	50
Rayon or acetate	36	25	33	39	40
Acrylic	15	6	11	14	23
Other	5	2	4	4	8
Don't know	2	6	4	1	1
Base	(2,001)	(322)	(317)	(692)	(659)

(Question 1)

AWARENESS OF PERMANENT OR DURABLE PRESS FINISH

In response to a direct question most respondents claimed to have heard of permanent or durable press finish. They were able to describe the difference between clothing with this type of finish and clothing without it in sufficient detail to lend credibility to the high level of claimed awareness. Awareness was somewhat lower within the less educated and less affluent groups.

Lesser educated males described this finish more with respect to laundering than daily wearing performance characteristics. Better educated men thought of it in somewhat broader terms. The percentages of respondents who had heard of a permanent or durable press finish and some of their responses regarding

the differences between material with this finish and material without it are given below:

	U.S. total	Grammar school or less	Some high school	High school graduate	Some college or more
			Percent		
Heard of finish	98	90	99	99	100
Differences:					
Laundering:	69	64	74	72	67
Little or no ironing needed	66	62	67	69	63
Easy to wash	5	5	7	4	6
Daily wearing performance:	44	32	36	48	51
Wrinkle resistant	26	23	22	28	28
Crease stays	15	7	13	16	19
Keeps shape	7	3	6	7	10
Base	(2,001)	(322)	(317)	(692)	(659)

FIBERS IN TYPES OF FOUR SELECTED CLOTHING ITEMS

Dress Shirts

Ninety-six percent of those interviewed claimed to own a dress shirt. (Question 5) These owners were given a card listing fibers and were asked to indicate which types of dress shirts they owned. They were also asked to indicate whether each type owned was regular or plain or had a permanent or durable press finish. Based on respondent replies of the types of dress shirts owned, a cotton blend with a permanent press finish had the broadest acceptance of all dress shirt types (77 percent). Purchase activity in the past year (63 percent), type worn most often (64 percent), and expressed consumer preference (60 percent) indicated this type of dress shirt had a high level of acceptance.

Ownership of a 100 percent cotton dress shirt, regular or plain, was mentioned by the next largest number of respondents, 39 percent. Men with a grammar school education or less, those between ages 55 and 65, and those in metropolitan areas--1 million and over--were more likely to claim ownership of this type dress shirt. However, acceptance of all cotton dress shirts is relatively low. A combination of the replies of respondents claiming to wear all cotton dress shirts most often--with or without permanent press finish--resulted in only 24 percent expressing this claim. (Questions 8a-d) But when respondents owning dress shirts were asked which, if any, types of fibers they disliked in a dress shirt, only 7 percent mentioned all cotton, regular or plain. Their reasons expressed dissatisfaction with daily wearing performance ("it wrinkles" was mentioned most) and laundering (negative statements about ironing received most mentions in this category). (Question 10)

About 1 in 10 respondents said that it was hard to find 100 percent cotton dress shirts. A summary of the respondents' answers to these questions on dress shirts is given below:

	Own	Bought past 12 months	Wear most often	Prefer	Dislike	Hard to find
	----------Percent----------					
Regular or plain:						
100% cotton	39	14	13	13	7	6
Blend of cotton and synthetic	17	8	6	6	1	*
100% synthetic	8	3	1	1	16	2
100% wool	3	1	*	*	19	6
Permanent or durable press:						
Blend of cotton and synthetic	77	63	64	60	2	1
100% cotton	25	14	11	12	2	2
100% synthetic	5	3	2	3	4	1
100% wool	1	*	0	*	6	3

*Less than 1 percent. Base: 1,928.

Light-Weight Sport Shirts

Ownership of light-weight sport shirts was high (91 percent). However, men with grammar school education or less, unskilled blue collar workers, and respondents between ages 55 and 65 were less likely to indicate ownership of light-weight sport shirts than the other respondents in each of these demographic groups. (Question 14) About 6 in 10 men owning a light-weight sport shirt claimed to own both woven and knit sport shirts. If a respondent indicated owning only woven or knit sport shirts, that kind was assumed to be worn most often. Those respondents who indicated they owned both kinds were asked which kind was worn most often. Woven was mentioned by 58 percent and knit by 40 percent. The series of questions about sport shirts was asked about the one kind owned or the kind claimed to be worn most often. Respondents with a lower level of education, those with a lower household income, those who were older, or living in a nonmetropolitan community were most likely to wear woven sport shirts most often. Respondents who were better educated, had a higher household income, were younger, or lived in metropolitan areas were more likely to own only knit or to claim knit was worn most often. (Question 15a, and Question 15b)

Among those wearing a woven sport shirt most often, a cotton blend with a permanent press finish had the broadest acceptance--74 percent claimed ownership. Reported purchase activity in the past year (60 percent), type worn

most often (63 percent), and expressed preference (60 percent) indicate a strong loyalty to this type sport shirt. Ownership of 100 percent cotton woven sport shirts, regular or plain, was mentioned by the next largest number of respondents, 31 percent, or less than half. Acceptance of all cotton woven sport shirts, like dress shirts, was relatively low. A combination of the replies of respondents wearing all cotton woven sport shirts (with or without permanent press finish) most often resulted in only 22 percent expressing this claim.

Too few respondents said they disliked an all cotton woven sport shirt for their reasons to be analyzed in detail. Most of the reasons for their dislike were the same as those given for disliking all cotton woven dress shirts--wrinkles and needs ironing.

A summary tabulation on findings about woven light-weight sport shirts is shown below:

	Own	Bought past 12 months	Wear most often	Prefer	Dislike	Hard to find
	----------	----------	----------	Percent	----------	----------
Regular or plain:						
100% cotton	31	12	12	12	5	3
Blend of cotton and synthetic	18	9	7	6	1	*
100% synthetic	9	4	2	2	13	1
100% rayon or acetate	7	3	2	2	8	2
100% wool	3	1	*	*	15	4
Permanent or durable press:						
Blend of cotton and synthetic	74	60	63	60	1	*
100% cotton	24	13	10	10	2	2
100% synthetic	4	3	2	2	4	1
100% wool	*	*	0	0	5	2

*Less than 1 percent. Base: 1,203.

Among those men claiming to wear a knit light-weight sport shirt most often, again a cotton blend with a permanent press finish had the broadest acceptance--56 percent claimed ownership. However, a cotton blend was not reported as frequently for knit sport shirts as it was for dress shirts or woven light-weight sport shirts. It would seem that 100 percent synthetic had achieved wider acceptance for knit sport shirts, with or without permanent press finish, than for woven dress shirts or woven sport shirts. Proportionately, less than 5 percent of the eligible respondents said they wore 100 percent synthetic dress shirts or woven sport shirts most often, but 19 percent reported this fiber for knit sport shirts worn most often. Acceptance of all cotton knit sport shirts was at about the same level as for woven dress or sport shirts, with 23 percent claiming to wear cotton most often.

The following tabulation summarizes findings on ownership of knit light-weight sport shirts:

	Own	Bought past 12 months	Wear most often	Prefer	Dislike	Hard to find
			Percent			
Regular or plain:						
100% cotton	29	17	14	14	7	2
100% synthetic	20	13	12	10	9	1
Blend of cotton and synthetic	19	14	10	10	1	1
100% rayon or acetate	9	5	1	2	9	2
100% wool	5	3	1	1	17	3
Permanent or durable press:						
Blend of cotton and synthetic	56	45	42	41	2	*
100% cotton	20	11	9	9	2	2
100% synthetic	10	8	7	8	2	1
100% wool	*	0	0	0	4	2

*Less than 1 percent. Base: 598

(Questions 18a-f)

Light-Weight Slacks or Casual Trousers

Claimed ownership of light-weight slacks was also high (91 percent). (Question 24) About 7 in 10 respondents owning light-weight slacks said they owned only woven, only 2 percent reported owning only knit, and about 3 in 10 owned both. If a respondent indicated owning only woven or knit slacks, this kind was assumed to be worn most often. Those respondents owning both kinds were asked which kind was worn most often--woven was indicated by 68 percent and knit by 30 percent. However, when these respondents were added to the respondents that owned only woven or knit slacks, only 10 percent of the owners of light-weight slacks claimed to wear knit slacks most often. The series of questions about light-weight slacks or casual trousers was asked about the one kind owned or the kind claimed to be worn most often. An analysis of the answers to these questions by the respondents wearing woven or knit most often showed almost no significant differences. One exception was ownership of knit slacks made from 100 percent synthetic fiber with or without permanent press finish (mentioned by 32 percent). Ownership of the same type of woven slacks was mentioned by only 9 percent. In addition, there were very few significant differences among the demographic characteristics. (Question 25a and Question 25b)

As with dress shirts and sport shirts, a cotton blend with a permanent or durable press finish achieved the broadest acceptance, with 72 percent of

the eligible respondents claiming to own this type of woven slacks. No other particular type was mentioned by more than about 2 in 10 of these respondents.

Only one fiber, all wool--without a permanent press finish--generated a negative attitude among owners of woven slacks, with 26 percent selecting it as a type disliked. A summary of findings on woven slacks is shown below:

	Own	Bought past 12 months	Wear most often	Prefer	Dislike	Hard to find
	----------	----------	----------	Percent	----------	----------
Regular or plain:						
100% cotton	19	9	7	7	4	3
100% wool	15	5	2	2	26	4
Blend of cotton and synthetic	15	8	6	6	2	*
Blend of wool and synthetic	11	5	3	3	3	1
100% synthetic	5	3	2	2	8	2
100% rayon or acetate	4	1	1	1	9	2
Permanent or durable press:						
Blend of cotton and synthetic	72	58	59	57	1	*
Blend of wool and synthetic	24	14	10	10	4	1
100% cotton	15	9	7	7	2	1
100% synthetic	4	3	2	2	1	*
100% wool	1	*	*	*	3	1

*Less than 1 percent. Base: 1,636.

(Questions 28a-f)

Undershorts

Based on respondent replies it would appear that 100 percent cotton is most popular for undershorts. More than 8 in 10 men interviewed claimed that 100 percent cotton undershorts had been bought for their use in the past 12 months. In addition, 78 percent of the respondents said they preferred undershorts made of 100 percent cotton rather than the other competing fibers. Generally speaking, the respondents did not think it was hard to find undershorts in any particular fiber. Less than 1 percent of the respondents replied that it was hard to find 100 percent cotton undershorts. Answers to purchase and preference regarding undershorts are summarized below:

	Bought in past 12 months	Prefer
	Percent	
Woven:		
100% cotton	46	44
Cotton blend	12	10
Knit:		
100% cotton	37	34
Cotton blend	7	5

Base: 2,001. In both woven and knit, percentages are combined for regular or plain and permanent or durable press finish undershorts.

(Questions 35a-d)

REASONS FOR PREFERENCE OF SPECIFIC TYPE OF CLOTHING ITEMS

Dress Shirts

Among the respondents who owned dress shirts, 60 percent said they preferred a blend of cotton and synthetic with a permanent press finish. One hundred percent cotton (with or without a permanent press finish) was preferred by about 1 in 10 respondents. Only 6 percent indicated a preference for a blend of cotton and synthetic without a permanent press finish. (Question 8d)

Owners of dress shirts who stated a type preference were asked to give, in their own words, the reasons for their preferences. Comfort reasons were mentioned most frequently for 100 percent cotton with or without a permanent press finish. However, 100 percent cotton without a permanent press finish received proportionately more comfort reasons and mentions of durability than a blend of cotton and synthetic with a permanent press finish.

About half the respondents preferring a blend of cotton and synthetic without a permanent press finish did so because of the comfort and daily wearing performance of this type dress shirt.

The preference for either 100 percent cotton or a blend of cotton and synthetic, both with permanent press finish, seemed to generally involve the permanent press finish more than the fiber content. Some of the reasons mentioned most were the wrinkle resistance and little or no ironing needed. (Question 9a)

Light-Weight Sport Shirts

Among respondents who indicated they wore woven sport shirts most often, 60 percent said they preferred a blend of cotton and synthetic with a permanent

press finish. About 1 in 10 said they preferred 100 percent cotton with a permanent press finish and about the same proportion said all cotton without a permanent press finish. A blend of cotton and synthetic with a permanent press finish was preferred by 41 percent of the respondents who said they wore a knit sport shirt most often. (Question 18d)

Comfort reasons were mentioned most (75 percent) for 100 percent cotton woven sport shirts without a permanent press finish. No other reason was mentioned by more than about 2 in 10 of the men who said they preferred this type.

Aside from comfort reasons, which were generally the reasons mentioned most for preferring any type sport shirt, wrinkle resistance and little or no ironing needed were given most for the three types preferred with a permanent press finish: 100 percent woven cotton, a woven blend of cotton and synthetic, and a knit blend of cotton and synthetic. (Question 19a)

Light-Weight Slacks or Casual Trousers

Among the men who said they wore light-weight woven slacks or casual trousers most often, 57 percent said they preferred a blend of cotton and synthetic with a permanent press finish. No other type of woven slacks was preferred by more than about 1 in 10 respondents. (Question 28d)

The reason mentioned most frequently for preferring 100 percent cotton woven slacks without a permanent press finish was comfort (66 percent). Durability and appearance ranked second, with about 30 percent each.

The reasons mentioned most for those types preferred with a permanent press finish--100 percent cotton, blend of cotton and synthetic, and blend of wool and synthetic--were similar, although proportions differed among fibers. Daily wearing performance--more specifically, wrinkle resistance and shape retention--and little or no ironing needed were some of the reasons for preferring these types. (Question 29a)

Undershorts

All men were asked to indicate a preference for one type of undershorts. Thirty-nine percent indicated 100 percent woven cotton without a permanent press finish, and 32 percent said 100 percent cotton knit without a permanent press finish. Only 6 percent preferred a woven blend of cotton and synthetic with a permanent press finish. (Question 35b)

For each of these types of undershorts preferred, the reasons mentioned most frequently involved comfort. For the woven blend of cotton and synthetic with a permanent press finish, little or no ironing needed was mentioned proportionately more than for either the 100 percent cotton woven or knit without a permanent press finish. (Question 36a)

VERIFICATION OF TYPE DRESS SHIRT WORN MOST OFTEN

Respondents were given a card listing fibers and fiber blends used in different items of men's clothing. This card was used by the respondents when they were asked the fibers in the various articles of clothing they owned, and which fibers they preferred, disliked, or thought were hard to find in the specific articles of men's clothing studied. The men were also asked to indicate whether they were talking about a fabric with or without a permanent press finish.

Upon completion of the questions about men's clothing and the classification data about the respondent and his household, the men who said they owned dress shirts were asked to bring out a dress shirt of the type they said they wore most often. Those who indicated they owned knit sport shirts were also asked to bring out any one of their knit sport shirts. The interviewers were instructed to record the fiber or finish only if it appeared on the shirt labeling. However, they were to use their own judgment about whether the material was woven or knit. A detailed analysis of the respondent's replies concerning knit versus woven sport shirts will be discussed later in the report. The purpose of the examination was to verify the accuracy of the men's response. Was the indication of fiber correct for their dress shirts? Did they know the difference between a woven or knit sport shirt? And were they aware whether their dress shirts did or did not have a permanent press finish?

Actual examination of all labeling on the examples of the type dress shirt worn most often revealed that a majority of the men had accurately described the shirts that were reported as cotton blends with or without a permanent press finish. However, there was a considerable degree of confusion among the other men about fibers and permanent press finish. Among the dress shirts examined by the interviewers (90 percent of the respondents cooperated in showing one to the interviewers), 41 percent of those that had been described as all cotton, regular or plain, were a cotton blend, and 80 percent had a permanent press finish. Of those that had been described as all cotton with a permanent press finish, 58 percent were a cotton blend. However, there was less confusion about permanent press finish among this group as 75 percent of these dress shirts were labeled permanent press finish.

Generally, this pattern did not vary by demographic characteristics. Use of blends and permanent press finish may have altered consumer opinion of what is a 100 percent cotton item. In addition, fiber content and permanent press finish may not be as important to the respondents as some other product features. These possibilities are discussed in greater detail later in this report.

Data based on respondents' answers to questions about dress shirts--ownership, purchase, type worn most often, preference, and dislike of various types--overstates the percentages of 100 percent cotton and understates the percentages of cotton blends.

A comparison of the respondents' description of the type dress shirt worn most often with the labeling on an example of this type shirt shown to the interviewer is summarized below:

	Type dress shirt respondent indicated was worn most often			
	100% cotton, regular	100% cotton, perm. press	Cotton blend, regular	Cotton blend, perm. press
	----------Percent----------			
Fiber data on all labeling:				
Cotton blend	41	58	73	77
100% cotton	36	22	8	4
Other fiber, blend	4	3	5	4
Not on the label	19	17	14	15
Finish data on all labeling:				
Permanent press	47	75	80	83
Regular or plain	11	2	4	1
Not on the label	42	23	16	16
Base 1/	(219)	(190)	(110)	(1,121)

1/ Total of each type dress shirt seen by an interviewer.

(Summary of questions 45 and 8c)

Since this type of fiber and finish verification was done only for dress shirts, the findings should not be generalized to the other articles of clothing.

PERCEPTION OF A COTTON ITEM

Respondents were asked questions to determine their opinion of what percentage of cotton must be in an article of clothing in order to call it a cotton item. Only 14 percent of the men said that a clothing item had to be 100 percent cotton to call it a cotton item. If a clothing item was 60 percent cotton, 62 percent of the respondents said they would call it a cotton item. Apparently, the majority of the respondents would call a clothing item cotton just as long as there was more cotton in it than some other fiber. This point of view did not vary significantly within the respondents' demographic characteristics. For example, as shown below, better educated men were just as likely as men with less education to call a clothing item cotton even though it was not 100 percent cotton:

Would call it a cotton item if it was made from the following percentage of cotton:	U.S. total	Grammar school or less	Some high school	High school graduate	Some college or more
	----------Percent----------				
80	85	83	85	86	83
60	62	62	64	65	56
40	7	8	6	6	7
20	4	5	3	3	3
Base	(2,001)	(322)	(317)	(692)	(659)

INVOLVEMENT IN PURCHASE

Wives or mothers were almost as involved as the respondents in the purchase of dress shirts, light-weight sport shirts, undershorts and undershirts, socks, and light-weight outerwear shorts. Men were much more likely to purchase their light-weight sport coats, light-weight outer jackets, and light-weight slacks. Pajamas were the clothing item that these men were least likely to buy themselves, as indicated below:

	Purchased by:		
	Own	Self	Wife or mother
	----------Percent---------		
Dress shirts	96	51	47
Light-weight sport shirts	91	51	46
Light-weight slacks or casual trousers	91	67	34
Undershorts	1/	51	49
Light-weight outerwear shorts	49	55	44
Pajamas	58	32	59
Socks	100	53	47
Undershirts	92	49	51
Light-weight tailored sport coats	65	79	21
Light-weight outer jackets	83	73	25

1/ Ownership of undershorts was not asked. The percentages for light-weight sport shirts and for light-weight slacks or casual trousers include both knit and woven shirts or slacks.

(Questions 13b, 23b, 33b, 37b, 38a, and 38b)

Only about half the men interviewed said they usually buy their own dress shirts. This high incidence of noninvolvement should explain to some extent the difference between the fiber and finish indicated by the respondent for the type dress shirt worn most often and the labeling on the example of this type shown to the interviewer. This did not prove to be the case. As shown in the table below, the incidence of difference did not vary significantly between the men who usually buy their own dress shirts and the men whose dress shirts are usually bought by someone else:

	Purchaser	
	Self	Wife or mother
	-----Percent-----	
Fiber:		
Verified	54	59
Incorrect	21	20
Not on the label	25	21
Finish:		
Verified	57	63
Incorrect	12	12
Not on the label	31	25
Base	(972)	(933)

RELATIVE IMPORTANCE OF FIBER AND PERMANENT PRESS FINISH IN SELECTED CLOTHING ITEMS

Generally, respondents indicated style and color are more important than any other selected features in dress shirts and light-weight sport shirts and slacks--knit or woven. (Questions 6a, 16a, 26a, and 34a) Respondents were given a card listing seven features that men may look for in the selected clothing items. They were asked which one was the most important to them, next most important, third most important, and least important for each specific clothing item. (Questions 6a, b, c, and d; Questions 16a, b, c, and d; Questions 26a, b, c, and d; and Questions 34a, b, c, and d)

The order of importance of the seven features, shown below, was based on the three combined answers since the order of first, second, and third choices was essentially the same. For dress shirts and sport shirts, although fiber, permanent press finish, and price received fewer mentions than style or color, these features were indicated by about 4 in 10 respondents. The most noticeable shift in the order of importance of fiber and permanent press finish was with undershorts. Fiber received the second largest number of mentions for the important feature and permanent press finish was mentioned the least. Surprisingly, the way material is made--knit versus woven--was relatively unimportant for all four clothing items.

The order of importance of the seven features was as follows:

	Dress shirts	Light-weight sport shirts 1/	Light-weight slacks or casual trousers 1/	Under-shorts
	----------	Percent	----------	
Style	72	74	80	80
Color (solid colors as well as stripes, patterns, etc.)	71	73	69	43
Price	39	36	32	35
Permanent or durable press finish	38	35	42	17
Fiber (cotton, wool, synthetics, blends)	35	36	37	49
Brand name	23	15	11	28
Way cloth is made (woven or knit)	17	24	23	27
Base	(1,928)	(1,801)	(1,824)	(2,001)

1/ Includes both woven and knit.

Brand name was mentioned by the largest percentage of respondents as the least important feature for each of the four selected clothing items. (Question 6d, Question 16d, Question 26d, and Question 34d)

The most important feature to the respondent in dress shirts, sport shirts, slacks, and undershorts was compared with the type of each of these articles preferred by the respondent. The results were the same regardless of type preferred. Style and color received the most mentions for dress shirts, sport shirts, and slacks. Style and fiber ranked highest for under-shorts. (Summary of questions 6a, and 8d; Summary of questions 16a, and 18d; Summary of questions 26a, and 28d; and Summary of questions 34a, and 35b)

IMPORTANCE OF LABELING

Respondents were shown a card with seven types of specific information that could be on the tags, wrappers, shirt-tails, or sewn-in labels of dress shirts and light-weight sport shirts and slacks--woven or knit. When asked which ones should be on the labeling of these clothing items, laundry or cleaning instructions and permanent or durable press finish were mentioned most often. Fiber content was mentioned by about 6 in 10 respondents. The men indicated that at the time of purchase permanent press finish, laundry or cleaning instructions, and fiber content were the ones looked for most

often on labeling. Respondents were also of the opinion that permanent press finish and fiber and to a somewhat lesser degree laundry or cleaning instructions were most likely to be on apparel labeling.

Generally, a significant proportion of those who think certain information should be on labeling did not indicate that this information was looked for at the time of purchase. Permanent press finish, however, was an exception. Respondent opinions regarding labeling were somewhat similar for each of these clothing items. The following tabulation summarizes respondents' views on labeling information:

	Should be shown			Look for		
	Dress shirts	Light-weight sport shirts 1/	Light-weight slacks or casual trousers 1/	Dress shirts	Light-weight sport shirts 1/	Light-weight slacks or casual trousers 1/
	----------	----------	Percent	----------	----------	----------
Laundry or cleaning instructions	76	78	79	45	51	53
Permanent or durable press finish	74	71	77	62	60	68
Fiber content	59	62	64	40	42	45
Amount of shrinkage	59	58	56	27	29	31
Color fastness	54	55	47	25	28	23
Wrinkle resistance	39	37	47	18	16	23
Stain resistance	31	29	32	9	8	10
Base	(1,928)	(1,801)	(1,824)	(1,928)	(1,801)	(1,824)

See footnote at end of table.

Continued

	Not usually shown		
	Dress shirts	Light-weight sport shirts 1/	Light-weight slacks or casual trousers 1/
	----------Percent----------		
Laundry or cleaning instructions	18	14	12
Permanent or durable press finish	2	3	2
Fiber content	6	6	5
Amount of shrinkage	42	42	41
Color fastness	35	33	35
Wrinkle resistance	33	35	33
Stain resistance	53	53	51
Base	(1,928)	(1,801)	(1,824)

1/ Includes both woven and knit.

Awareness and attitudes varied by respondent characteristics. For example, better educated men were more conscious of a need for labeling to indicate fiber and permanent press finish than were lesser educated men. They were also more likely to look for this information at the time of purchase. Both groups were equally aware that this information was on apparel labeling. For the other five specific kinds of information that could be on labeling, levels of expression were essentially the same within both groups. The higher educated men, however, were more likely to say that these five items are not usually shown. Respondent attitudes toward dress shirt labeling as shown below reflect the general attitudes described above:

	Should be shown		Look for		Not usually shown	
	Grammar school or less	Some college or more	Grammar school or less	Some college or more	Grammar school or less	Some college or more
	Percent					
Laundry or cleaning instructions	73	77	44	41	13	22
Permanent or durable press finish	66	80	50	66	3	2
Fiber content	50	67	33	47	9	6
Amount of shrinkage	54	61	32	25	30	47
Color fastness	55	55	26	22	22	44
Wrinkle resistance	40	40	17	18	27	36
Stain resistance	32	30	10	7	42	60
Base	(294)	(653)	(294)	(653)	(294)	(653)

(Questions 11a-c, Questions 21a-c, and Questions 31a-c)

AWARENESS OF WOVEN VERSUS KNIT MATERIAL

Respondents found it difficult to articulate the differences between a knit and woven material. When asked to describe the difference, based on what they had heard or experienced, 26 percent made no attempt at all. Among those who tried, about 3 in 4 spoke in terms of the material's characteristics. The two characteristics mentioned by the largest number of respondents were: A knit is looser and it stretches.

To obtain some measure of verification of respondent ability to differentiate a knit from a woven apparel item, respondents claiming to own a knit light-weight sport shirt were asked to show one to the interviewer at the end of the interview. The interviewer was instructed to decide and record whether the example was a woven or knit material. Of the men claiming to own a light-weight knit sport shirt, 24 percent of the shirts shown as examples of knit were subsequently judged woven by the interviewers. (Summary of questions 45 and 15a)

RELATIVE IMPORTANCE OF FIBER QUALITIES

Respondents were asked to rate 13 fiber qualities on a 5-point scale to determine their relative importance for dress shirts and light-weight sport shirts and slacks or casual trousers--woven or knit. (Question 7, Question 17, and Question 27) The findings reported in this section combine the data for woven and knit sport shirts and for woven and knit slacks.

Two of the four qualities receiving the highest mean importance scores related to daily wearing performance: Keeps its shape and does not wrinkle easily. The other two were: Feels comfortable on skin and does not discolor or fade. There were some changes in rank order of these four qualities by clothing item, but in all cases they were rated higher in importance than the other nine. All four qualities were of about equal importance when considering dress shirts. But for light-weight sport shirts, feeling comfortable on the skin became more important than the other three. Fading or discoloring was considered the least important of these four qualities for light-weight slacks. Respondents' average ratings of the 13 fiber qualities are shown below:

	Average ratings		
	Dress shirts	Light-weight sport shirts	Light-weight slacks or casual trousers
	Number		
Keeps its shape	4.57	4.59	4.77
Does not discolor or fade	4.52	4.51	4.48
Feels comfortable on skin	4.51	4.65	4.64
Does not wrinkle easily	4.49	4.36	4.60
Does not fray easily	4.24	4.20	4.24
Lasts a long time	4.20	4.14	4.28
Machine washable	4.10	4.22	3.97
Does not cling	4.08	4.25	4.42
Can be worn year-round	3.95	3.88	4.14
Does not have to be ironed	3.91	3.97	3.96
Does not burst into flames easily	3.87	3.87	3.87
Absorbent	3.11	3.32	3.22
Dries fast	3.08	3.19	3.11
Base 1/	1,928	1,801	1,824

1/ The base for computing any 1 mean score was smaller than that shown due to nonresponse. However, the deviation for any 1 computation was less than 1 percent. The mean numbers for light-weight sport shirts and for light-weight slacks or casual trousers include both woven and knit shirts or slacks.

The mean ratings varied by respondent characteristics. For example, it was observed that men with lesser education tended to rate each quality more important than men with better education. However, as the following tabulation

shows, the general rank order--in particular the four qualities considered to be the most important overall--remained about the same within these groups:

	Average ratings					
	Dress shirts		Light-weight sport shirts		Light-weight slacks or casual trousers	
	Grammar school or less	Some college or more	Grammar school or less	Some college or more	Grammar school or less	Some college or more
	Number					
Keeps its shape	4.68	4.43	4.61	4.47	4.84	4.70
Does not discolor or fade	4.73	4.39	4.71	4.37	4.72	4.31
Feels comfortable on skin	4.73	4.29	4.84	4.53	4.85	4.48
Does not wrinkle easily	4.66	4.35	4.54	4.19	4.71	4.51
Does not fray easily	4.37	4.09	4.36	4.05	4.43	4.06
Lasts a long time	4.53	3.93	4.55	3.85	4.61	4.03
Machine washable	4.56	3.84	4.56	4.01	4.45	3.69
Does not cling to you	4.24	3.83	4.49	4.10	4.57	4.27
Can be worn year-round	4.41	3.66	4.28	3.55	4.38	3.91
Does not have to be ironed	4.12	3.76	4.22	3.80	4.22	3.78
Does not burst into flames easily	4.32	3.57	4.26	3.53	4.23	3.49
Absorbent	3.55	2.79	3.75	3.12	3.60	2.89
Dries fast	3.54	2.77	3.56	2.89	3.52	2.75
Base	294	653	260	622	264	631

Highest rating: 5.00. Lowest rating: 1.00. The mean numbers for light-weight sport shirts and for light-weight slacks or casual trousers include both woven and knit shirts or slacks.

(Summary of question 7, Summary of question 17, and Summary of question 27)

Among those men who indicated they preferred 100 percent cotton dress shirts, woven sport shirts, or woven slacks, the features "does not wrinkle easily" and "does not have to be ironed" were not as important as they were to those who preferred these clothing items made from a blend of cotton and synthetic. (Summary of questions 7 and 8d, Summary of questions 17 and 18d, and Summary of questions 27 and 28d)

IMAGE OF COTTON AND OTHER FIBERS

To isolate possible strengths and weaknesses of 100 percent cotton fiber versus preselected competitive fibers like 100 percent wool, 100 percent synthetic, and 100 percent rayon or acetate, respondents were asked to state their opinion of each. Each respondent was given a card listing sets of 18 descriptive phrases which were considered to be stated both favorably and unfavorably. Respondents were free to choose as many or as few of the phrases as they wished. Failure to select either statement in a set was considered an indication that these statements were not prominent in the respondent's image of the fiber. To avoid possible positional bias, two cards were used alternately with the sets of phrases in different sequence.

The sets of descriptive phrases are listed below--favorable on the left and unfavorable on the right:

Does not pill easily	Pills easily
Made in attractive styles	Not made in attractive styles
Good value for the money	Not a good value for the money
Made in attractive colors	Not made in attractive colors
Low in price	High in price
Lasts a long time	Does not last a long time
Feels comfortable on skin	Does not feel comfortable on skin
Does not wrinkle easily	Wrinkles easily
Does not have to be ironed	Has to be ironed
Keeps its shape	Does not keep its shape
Dries fast	Does not dry fast
Absorbs moisture	Does not absorb moisture
Does not fade, discolor	Fades, discolors
Does not fray easily	Frays easily
Does not cling	Clings
Can be worn year-round	Cannot be worn year-round
Does not burst into flames easily	Bursts into flames easily
Machine washable	Not machine washable

Each fiber is characterized according to the statements selected most often by the men to describe it.

Cotton

Relative to competitive fibers, cotton's most favorable attributes--mentioned by about 50 percent or more respondents--were: Machine washable, feels comfortable on skin, can be worn year-round, good value for the money, made in attractive colors, lasts a long time, does not cling, absorbs moisture, and made in attractive styles.

Again, opinion varied with the respondent's educational characteristics. For example, better educated males were much more likely than lesser educated ones to associate cotton with attractive styles, attractive colors, absorbing moisture, feeling comfortable on skin, and nonclinging.

Compared with 100 percent synthetic, cotton was more likely to be associated favorably with comfort on the skin and absorbing moisture and less likely to be associated favorably in regard to wrinkle resistance and need for ironing.

Rayon or Acetate

Generally, these descriptive phrases were not prominent in the respondents' image of rayon or acetate. Thirty-six percent of the respondents did not associate any of them with 100 percent rayon or acetate, compared with only 6 percent who failed to do so for cotton.

However, machine washable, made in attractive colors and styles, and dries fast were associated with rayon or acetate by about 3 in 10 of these respondents.

Synthetic

One-quarter of the respondents did not indicate any of these phrases in association with 100 percent synthetic fiber. And, generally speaking, synthetics did not present as good an image as cotton. Machine washable, dries fast, made in attractive colors and styles, does not have to be ironed, keeps its shape, and does not wrinkle easily were associated favorably with 100 percent synthetic by about 4 in 10 respondents.

The biggest image differences between synthetic and cotton fibers were that synthetics were more likely to be associated favorably with regard to wrinkle resistance and need for ironing, and less likely to be associated favorably with feeling comfortable on the skin and absorbing moisture.

The better educated respondents viewed synthetics more favorably than those with lesser education. In particular, they were more likely to associate synthetics with attractive styles and colors. They also had a more favorable image of 100 percent synthetic for keeping its shape, being wrinkle resistant, needing no ironing, and lasting longer.

Wool

Wool's image was generally less favorable than cotton's. However, wool was associated favorably more frequently than 100 percent synthetic with lasting a long time and absorbing moisture. In addition to these two favorable statements, about 3 in 10 respondents associated wool with attractive styles and colors and a good value for the money.

Shown below are the phrases which are associated favorably with each of the four competitive fibers:

	Natural fibers		Manmade fibers	
	100% cotton	100% wool	100% rayon or acetate	100% synthetic
	Percent			
Machine washable	75	6	28	43
Feels comfortable on skin	69	10	19	27
Can be worn year-round	66	11	20	32
Good value for the money	55	29	16	27
Made in attractive colors	50	31	28	38
Lasts a long time	49	43	17	27
Does not cling	48	17	10	15
Absorbs moisture	46	25	5	7
Made in attractive styles	45	34	27	38
Keeps its shape	36	25	21	37
Does not burst into flames easily	35	18	8	12
Low in price	32	3	13	13
Dries fast	27	4	27	41
Does not fray easily	25	15	11	16
Does not fade, discolor	23	20	15	22
Does not pill easily	22	7	10	12
Does not wrinkle easily	18	20	20	37
Does not have to be ironed	13	10	17	38

Base: 2,001

(Question 39)

LAUNDERING OR CLEANING METHODS

Respondents who indicated owning only one type dress shirt, light-weight sport shorts or slacks, or indicated wearing one type of these clothing items most often were asked how they were cared for. The laundering or cleaning of these items in most instances is not done by a commercial laundry or dry-cleaner. Only about 1 in 5 respondents asked said dress shirts or light-weight sport shirts were sent out to be laundered. Even with light-weight slacks, only about one-third of the respondents sent them out for laundering or drycleaning. When laundered at home, these items are generally dried by

machine. A substantial number of respondents reported using a clothesline or hanger, however. Ironing is still a major factor in taking care of these specific clothes items. But when they are ironed, it is more often just for touching up rather than for complete ironing. One in 10 respondents said their dress shirts were starched.

The following tabulation indicates the laundering or cleaning methods used for dress shirts, light-weight sport shirts and slacks:

	Dress shirts	Light-weight sport shirts	Light-weight slacks or casual trousers
	----------Percent----------		
Washed by machine at home or in a coin-op machine	82	85	72
Sent out to a commercial laundry	14	7	6
Washed by hand at home	8	11	4
Dried at home in a dryer or in a coin-op dryer	54	56	47
Dried at home on a clothes-line or hanger	34	38	29
Usually starched	10	3	1
Just touched up at home	36	34	33
Completely ironed at home	26	21	12
Not ironed at all	20	29	23
Sent out to be dry cleaned	4	4	26
Dry cleaned in a coin-op machine	1	1	2
Base 1/	(1,891)	(1,783)	(1,804)

1/ Asked only of respondents that said they wore one particular type most often or indicated owning only one type.

It appears, however, that more of the dress shirts, sport shirts, and slacks made from 100 percent cotton without a permanent press finish were completely ironed than those made from a blend of cotton and synthetic with a permanent press finish. (Question 12, Question 22, and Question 32)

PURCHASE PATTERNS

Department stores were the main purchase source of most of the specific articles of clothing studied. However, more light-weight coats were bought in men's stores than in department stores. More of these clothing articles were bought in men's stores than in discount stores:

	Department store	Men's store	Discount store	Other	Base
	----------Percent----------				Number
Dress shirts	58	36	6	2	1,928
Light-weight sport shirts 1/	60	31	7	3	1,801
Light-weight slacks or casual trousers 1/	56	36	7	3	1,824
Light-weight tailored sport coats	40	48	3	3	1,303
Light-weight outerwear shorts	61	21	10	2	998
Light-weight outer jackets	54	28	7	4	1,659
Undershirts	70	14	9	3	1,851
Undershorts	71	17	9	3	2,001
Pajamas	71	14	6	1	1,182
Socks	68	17	10	3	1,997

1/ Includes both woven and knit.

About 9 of every 10 men owning dress shirts, light-weight sport shirts or slacks, underwear, and socks either bought or received this kind of apparel in the 12 months prior to interview. For jackets, sport coats, pajamas, and outerwear shorts, the purchase incidence was much lower. However, 6 of every 10 men owning one of these apparel items either bought or received at least one in the previous 12 months.

Underwear and socks were bought or received in the greatest quantities. Dress shirts and light-weight sport shirts and slacks were bought or received in substantial quantity also. For example, 25 percent of those owning light-weight sport shirts bought or received five or six in the past 12 months. As would be expected, jackets and sport coats were bought in the smallest quantities, with about 1 in 2 owners buying or receiving one or two within the previous year.

A summary of purchase patterns in the 12 months prior to interview is presented in the following tabulation:

Number of items purchased for respondent's use	Dress shirts	Light-weight sport shirts 1/	Light-weight slacks or casual trousers 1/	Under-shorts	Light-weight outer-wear shorts	Pajamas	Socks	Under-shirts	Light-weight tailored sport coats	Light-weight outer jackets
	Percent									
1 or 2	12	13	21	1	36	44	2	2	49	54
3 or 4	21	28	31	10	19	15	8	12	9	7
5 or 6	23	25	20	33	4	2	20	31	1	1
7 or 8	8	6	6	5	1	*	6	6	*	*
9 or 10	7	5	4	8	1	*	7	6	0	0
11 or 12	8	5	3	23	1	*	29	22	*	*
Over a dozen	7	4	3	11	*	*	23	10	*	*
None	12	13	10	5	36	37	5	10	41	37
Base	(1,928)	(1,801)	(1,824)	(2,001)	(998)	(1,182)	(1,997)	(1,851)	(1,303)	(1,659)

1/ Includes both woven and knit. *Less than 1 percent.

(Questions 13c, 23c, 33c, and 38d)

APPENDIX

Sample Design

The 2,001 persons interviewed in this study were a sample of men aged 18-65 living in private households in the United States, excluding Alaska and Hawaii. Households containing one or more men between the ages of 18 and 65 were eligible for interview. In those households that had two eligible men attempts were made to interview both. Where there were three or more eligible men, no more than two were designated on a random basis for interview. (Prior to tabulation, the responses from these individuals were weighted up because their chances for selection were lower than 1.0.)

Sampling Method

The defined universe of households was sampled using a multistage stratified area probability design. At each stage the probability of selection was made proportionate to population size. The method was such that each household had an equal and known probability of being selected into the sample. Thus, the sample was self-weighting for projecting to the universe within specific tolerance limits. The sampling frame was stratified by geographic area, population density, and intercensal growth rate.

The sample for this study was drawn from the contractor's master frame of households which was developed along the following lines. All counties in the conterminous States were subdivided into nine census divisions. The counties were then grouped into those that fell into Standard Metropolitan Statistical Areas (SMSA's) and those that did not. Counties in SMSA's were stratified into five population size strata ranging from over 1 million to less than 100,000 population. Nonmetropolitan counties were divided into four groups according to their level of urbanization. They ranged from those that were 50 percent or more urbanized down to counties with no urbanized place. Nonmetropolitan counties were further subdivided into several groupings reflecting the estimated rate of intercensal growth.

With probability proportionate to size, 80 primary sampling units (PSU's--counties or groups of contiguous counties) were selected from the frame formed by the stratification described above.

The second stage consisted of selecting a sample of several hundred minor civil divisions (MCD's) within the 80 PSU's. These MCD's fell into two groups: those in Bureau of the Census Block Statistics areas and all others. From MCD's in the Block Statistics areas, individual blocks or groups of blocks were selected with probability proportionate to size. In MCD's not

covered by Block Statistics, enumeration districts were selected also with probability proportionate to size. To obtain sample segments (blocks and enumeration districts) of approximately equal size, small blocks were combined, as were small enumeration districts; large ones were systematically subdivided.

For this survey, 720 sample segments were selected. Within each sample segment, six households (a sample cluster) were predesignated, providing 4,320 sample listing units (SLU's). Then, systematic random procedures were used to designate every nth household as those in which interviews were to be taken. No deviation from specified procedures was permitted.

Completion Rate

The 4,320 assigned sample listing units yielded 2,001 completed interviews. A differential callback procedure was used wherein a minimum of four attempts were made on all SLU's located in SMSA's and all other urban areas as defined for census purposes. At least three attempts were made in those rural areas not included in the SMSA's. No substitutions were permitted for sample households that did not yield interviews. These efforts resulted in an overall completion rate of 70 percent.

The table below shows the completion rates which are based on the 4,320 SLU's assigned to the field, less unoccupied dwellings:

		Community size strata		
	Total	Metro areas 1 million and over	Other metro areas	Non-metro areas
Total SLU's assigned	4,320	1,656	1,650	1,014
Less vacancies, businesses	272	95	93	84
Net eligible SLU's	4,048	1,561	1,557	930
Mean number eligible males per household	.71	.72	.67	.77
Eligible male population	2,883	1,124	1,043	716
Completed interviews	2,001	730	736	544
Completion rate (percent)	70	65	71	76

The mean numbers of eligible males per household were computed from data in completed questionnaires and Call Record Sheets. From the completed questionnaires it was determined how many households had one eligible male and how many had two or more. The Call Record Sheets indicated how many households had no eligible males. The calculations are shown in the tabulation below:

	Total	Community size strata: Metro areas 1 million and over	Other metro areas	Non-metro areas
No eligible male	1,106	397	480	229
1 eligible male	1,601	567	591	443
2 or more eligible males	259	102	94	63
a) Total eligible males	2,119	771	779	569
b) Total eligible SLU's	2,966	1,066	1,165	735
Mean (a ÷ b)	.71	.72	.67	.77

The field execution on a household basis is shown in the tabulation below:

	Total	Community size strata: Metro areas 1 million and over	Other metro areas	Non-metro areas
	----------Number----------			
Total SLU's assigned	4,320	1,656	1,650	1,014
Less vacancies, businesses	272	95	93	84
Net eligible SLU's	4,048	1,561	1,557	930
	----------Percent----------			
Successful household contact	73	68	75	79
Completed 1 or more interviews	46	43	44	54
No eligible males	27	25	31	25
Refusals	13	16	12	10
Not at homes	13	15	13	10
Language barrier	1	1	*	1

*Less than 1 percent.

Sampling Tolerances

The extent to which sample results may differ from true figures for the population depends on a number of factors, chiefly the size of the sample and the size of the reported survey percentages. The size of sampling fluctuations is also affected by the way in which primary sampling units are defined and

selected and how widely scattered the sample is. The possible magnitudes of these chance sampling fluctuations are estimated on an approximate basis in the tabulation below:

Approximate confidence limits 1/

For percentages around--	Total sample	Size of subgroup sample				
	2,001	1,000	800	600	400	200
	Percent					
50	3.10	4.37	4.90	5.64	6.92	9.80
40-60	3.02	4.29	4.78	5.53	6.78	9.58
30-70	2.82	4.00	4.49	5.17	6.35	8.98
20-80	2.47	3.49	3.92	4.51	5.53	7.84
10-90	1.84	2.63	2.94	3.43	4.16	5.88

1/ 2 standard errors.

The chances are approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated amount from the result that would have been obtained had the same procedures been used to interview all men in the population. For example, 26 percent of the men in the survey said they did not know the difference between a woven and knit material. The chances are 95 in 100 that, had all men in the population been interviewed, the true percentage who did not know this fact would be between 23.35 percent and 28.65 percent.

This survey had a nonresponse rate of 30 percent. To the extent that the nonresponse group differs from those responding, the confidence limits as set forth in this section are understated. The confidence levels are correct and valid if the assumption is made that there is no measurable difference between respondents and nonrespondents.

Explanation of Survey Questionnaire

Two identical color coded versions of the questionnaire were used--white and blue. However, the order of presentation of the listed items on Cards A, B, C, D, E, and F, which were handed to the respondent in administering the questionnaire, was different to minimize positional bias.

Equal numbers of both versions were assigned to each sample cluster of six predesignated addresses. This created two subsamples of approximately equal size and, presumably, similar socioeconomic characteristics. There was no deliberate attempt to match subsamples in terms of age, income, or any other socioeconomic characteristics of the respondents.

Explanation of Tables

Tables are presented in the order of questioning, except in a few instances where similar questions have been grouped for ready comparison. Generally, the wording used in the actual question, probes excluded, is given as the table heading. Tables are identified by the numbers of the questions on which they are based.

Question 1: "What are all the different kinds of fibers you can think of that might be used in men's clothing?"

Respondent characteristics	Cases	Average responses per case	Natural fibers: Total 1/	Cotton	Wool	Silk	Linen or flax	Others	Manmade fibers: Total 2/	Poly-ester	Nylon	Rayon or acetate	Acryl-ics	Syn-thet-ic	Fabrics--no identification of fiber content	Non-fabrics	Others
	- Number -		---------- Percent ----------														
U.S. total	2,001	3.82	97	90	83	25	6	4	81	47	46	36	15	4	16	5	5
Education:																	
Grammar school or less	322	3.04	92	88	69	22	3	2	66	27	40	25	6	2	13	3	4
Some high school	317	3.46	95	87	78	26	3	3	71	36	40	33	11	3	16	4	6
High school graduate	692	3.88	97	91	84	26	5	3	84	49	48	39	14	3	17	5	4
Some college or more	659	4.34	99	92	92	26	9	7	90	61	50	40	23	6	15	6	7
Household income:																	
Under $7,000	501	3.56	96	93	75	27	5	3	73	38	41	33	13	2	17	5	4
$7,000-$9,999	442	3.75	95	91	82	22	4	4	81	43	48	37	14	3	16	6	5
$10,000-$14,999	581	3.92	97	89	87	25	4	4	83	50	50	38	16	3	17	5	6
$15,000 and over	458	4.11	98	89	89	27	11	6	88	58	46	35	19	7	13	5	6
Occupation:																	
Professional/ managerial	564	4.10	98	92	88	26	9	6	87	55	47	37	22	6	13	4	5
Other white collar	189	4.05	99	90	91	31	6	4	90	58	49	37	12	4	14	4	5
Skilled blue collar	748	3.73	96	88	81	26	4	4	79	46	45	35	14	2	17	5	6
Unskilled blue collar	235	3.35	94	92	75	22	4	2	70	27	41	37	9	2	15	2	7
Not employed	246	3.77	97	90	80	22	5	4	79	45	51	37	12	4	16	7	4
Age:																	
18-24	345	3.93	98	93	79	25	3	4	81	48	49	42	14	2	19	9	5
25-34	445	4.04	98	92	82	27	3	6	84	54	50	41	19	2	18	5	5
35-44	373	3.90	95	88	85	28	10	6	80	48	47	36	15	4	14	4	5
45-54	434	3.88	97	90	87	26	8	4	83	49	45	35	15	4	15	4	6
55-65	369	3.35	94	87	81	21	5	2	75	38	38	27	14	6	11	2	3
Community size:																	
Metro areas-- 1 million and over	722	3.86	97	87	88	28	7	6	82	48	44	32	16	4	16	4	6
Other metro	740	3.91	97	91	84	24	6	4	83	50	46	41	16	4	15	4	6
Nonmetro	539	3.71	96	94	75	24	4	2	77	44	49	35	14	3	16	6	5

1/ Respondents mentioning one or more specific natural fibers.
2/ Respondents mentioning one or more specific manmade fibers.

Question 5: "Do you or do you not own any dress shirts?"

Respondent characteristics	Cases	Own	Do not own
	Number	Percent	
U.S. total	2,001	96	4
Education:			
Grammar school or less	322	90	10
Some high school	317	94	6
High school graduate	692	97	3
Some college or more	659	99	1
Household income:			
Under $7,000	501	92	8
$7,000-$9,999	442	96	4
$10,000-$14,999	581	98	2
$15,000 and over	458	99	1
Occupation:			
Professional/managerial	564	99	1
Other white collar	189	99	1
Skilled blue collar	748	96	4
Unskilled blue collar	235	92	8
Not employed	246	92	8
Age:			
18-24	345	93	7
25-34	445	95	5
35-44	373	98	2
45-54	434	96	4
55-65	369	98	2
Community size:			
Metro areas--1 million and over	722	96	4
Other metro	740	97	3
Nonmetro	539	95	5

Question 6a: "Here is a list of features men may look for in dress shirts. Which one, if any, is most important to you?"

Question 6b: "Which would be next most important?"

Question 6c: "Then which one?"

Question 6d: "Which one, if any, would be least important to you?" (Questions 6a-d asked only if reported owning dress shirts.)

Features	U.S. total			
	Most important	Next most important	Third most important	Least important
	Percent			
Color (solid colors as well as stripes, patterns, etc.)	28	25	18	5
Style	26	31	15	3
Permanent or durable press finish	12	11	15	7
Fiber (cotton, wool, synthetics, blends)	11	10	14	9
Price	10	12	18	17
Brand name	9	6	8	41
Way cloth is made (woven or knit)	3	5	9	14
No choice	1	2	3	3
	Number			
Cases	1,928	1,928	1,928	1,928

Summary of questions 6a and 8d: Most important feature to respondent in a dress shirt compared by type of dress shirt respondent reported preferring. (Questions 6a and 8d were asked only if reported owning dress shirts.)

Features	U.S. total			
	Prefer regular or plain		Prefer permanent or durable press	
	100% cotton	Blend of cotton and synthetic	100% cotton	Blend of cotton and synthetic
	Percent			
Color (solid colors as well as stripes, patterns, etc.)	29	32	27	28
Style	24	26	28	26
Fiber (cotton, wool, synthetics, blends)	19	13	12	9
Brand name	11	8	13	8
Price	9	10	8	11
Way cloth is made (woven or knit)	5	3	2	3
Permanent or durable press finish	2	7	10	15
None listed	1	1	1	1
	Number			
Cases	255	110	233	1,155

Questions 6a,16a,26a: "Here is a list of features men may look for in (a dress shirt/a light-weight sport shirt/light-weight slacks or casual trousers). Which one, if any, is most important to you?" (Asked only if reported owning dress shirts/light-weight sport shirts/light-weight slacks or casual trousers.)

Question 34a: "Here is a list of features men may look for in undershorts. Which one, if any, is most important to you?"

Most important feature	U.S. total			
	Dress shirt	Sport shirt	Slacks or casual trousers	Undershorts
	Percent			
Color (solid colors as well as stripes, patterns, etc.)	28	31	22	6
Style	26	30	36	36
Permanent or durable press finish	12	11	15	2
Fiber (cotton, wool, synthetics, blends)	11	10	9	25
Price	10	8	7	5
Brand name	9	5	3	11
Way cloth is made (woven or knit)	3	5	6	9
No choice	1	2	1	6
	Number			
Cases	1,928	1,826	1,840	2,001

Question 7: "The fibers used in dress shirts have different qualities. Here is a list of possible qualities and a scale that will tell us how important each of these is to you. If you think a quality is very important to you in a dress shirt pick number 5 on the left of the scale. If you think it is not important pick number 1 on the right. If your opinion falls somewhere in between very important and not important, you may pick a number that falls in between. In dress shirts, how important is (quality) to you?" (Asked only if reported owning dress shirts.)

Qualities	U.S. total 1/					
	Number selected					Average rating
	5	4	3	2	1	
	----- Percent -----					Number
Feels comfortable on skin	71	14	9	3	2	4.51
Keeps its shape	71	18	7	2	1	4.57
Does not discolor or fade	71	17	8	2	2	4.52
Does not wrinkle easily	66	21	9	2	2	4.49
Machine washable	60	14	12	5	9	4.10
Does not burst into flames easily	59	9	9	6	17	3.87
Does not fray easily	57	23	11	4	4	4.24
Lasts a long time	57	19	15	5	4	4.20
Does not have to be ironed	51	16	16	6	11	3.91
Does not cling	51	23	16	6	5	4.08
Can be worn year round	50	16	20	7	7	3.95
Dries fast	24	15	26	14	21	3.08
Absorbent	23	16	27	14	19	3.11

1/ Percentages based on 1,928 cases.

Summary of question 7: Characteristics of respondents rating (quality) very important (5) to them in a dress shirt. (Question 7 was asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Feels comfortable on skin	Keeps its shape	Does not discolor or fade	Does not wrinkle easily	Machine washable	Does not burst into flames easily	Does not fray easily	Lasts a long time	Does not have to be ironed	Does not cling	Can be worn year round	Dries fast	Absorbent
	Number	Percent												
U.S. total	1,928	71	71	71	66	60	59	57	57	51	51	50	24	23
Education:														
Grammar school or less	294	82	79	80	78	78	71	65	73	62	60	71	38	35
Some high school	301	82	77	72	70	64	63	60	67	55	58	56	32	29
High school graduate	670	73	73	72	68	60	60	60	58	51	54	49	24	23
Some college or more	653	61	63	64	57	50	50	48	44	45	39	38	17	15
Household income:														
Under $7,000	461	76	74	75	69	69	56	59	71	60	54	62	29	22
$7,000-$9,999	425	76	76	74	70	63	64	62	63	53	56	53	31	27
$10,000-$14,999	572	70	72	70	68	61	61	57	53	49	49	48	20	25
$15,000 and over	453	64	65	65	59	47	55	50	41	44	44	38	20	18
Occupation:														
Professional/ managerial	557	62	67	66	63	56	57	51	48	47	46	46	19	19
Other white collar	186	73	76	74	70	56	54	57	51	48	48	45	20	26
Skilled blue collar	723	77	74	73	71	64	63	60	59	53	56	52	25	25
Unskilled blue collar	217	74	75	74	63	62	55	57	69	54	46	61	35	25
Not employed	227	75	68	67	63	58	54	57	64	53	48	47	28	22
Age:														
18-24	323	68	69	65	58	52	40	54	61	53	41	38	21	15
25-34	425	68	69	66	66	53	54	56	61	45	48	46	19	17
35-44	365	67	72	69	68	64	64	55	50	52	49	51	23	22
45-54	419	76	72	77	69	61	65	57	52	47	58	53	26	32
55-65	361	78	75	74	70	70	71	63	59	58	57	62	32	29
Community size:														
Metro areas--1 million and over	697	68	68	68	61	54	59	55	49	49	48	44	22	24
Other metro	716	69	72	71	68	59	55	59	56	51	50	51	25	22
Nonmetro	515	78	75	73	71	69	63	55	68	54	54	56	27	23

Summary of questions 7 and 8d: Qualities in dress shirts rated very important (5) to respondent compared by type of dress shirt respondent reported preferring. (Questions 7 and 8d were asked only if reported owning dress shirts.)

Qualities	U.S. total			
	Prefer regular or plain		Prefer permanent or durable press	
	100% cotton	Blend of cotton and synthetic	100% cotton	Blend of cotton and synthetic
	Percent			
Feels comfortable on skin	75	76	70	71
Does not discolor or fade	74	74	65	71
Keeps its shape	69	76	67	74
Lasts a long time	65	59	54	55
Does not burst into flames easily	60	62	50	59
Does not fray easily	60	56	55	57
Can be worn year round	60	50	51	47
Does not wrinkle easily	56	70	58	70
Machine washable	56	51	53	64
Does not cling	50	53	51	51
Does not have to be ironed	30	42	49	57
Absorbent	30	20	19	22
Dries fast	20	32	26	24
	Number			
Cases	255	110	233	1,155

Question 8a: "Which of these types of dress shirts do you own?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Average responses per case	Regular or plain				Permanent or durable press			
			100% cotton	Blend of cotton and synthetic	100% synthetic	Others	Blend of cotton and synthetic	100% cotton	100% synthetic	Others
	--- Number ---		---------- Percent ----------							
U.S. total	1,928	1.80	39	17	8	5	77	25	5	4
Education:										
Grammar school or less	294	1.67	48	14	7	5	68	21	2	2
Some high school	301	1.81	40	16	8	8	73	26	5	5
High school graduate	670	1.76	35	19	10	3	77	25	4	3
Some college or more	653	1.89	39	17	8	6	82	25	8	4
Household income:										
Under $7,000	461	1.75	43	16	9	6	71	23	3	4
$7,000-$9,999	425	1.72	34	18	6	5	77	24	4	4
$10,000-$14,999	572	1.82	38	18	9	4	81	23	6	3
$15,000 and over	453	1.93	42	17	10	6	77	28	8	5
Occupation:										
Professional/managerial	557	1.90	41	19	8	4	81	25	7	5
Other white collar	186	1.68	33	16	8	4	80	20	5	2
Skilled blue collar	723	1.80	37	17	10	6	75	27	5	3
Unskilled blue collar	217	1.70	40	17	7	5	70	25	3	3
Not employed	227	1.81	45	16	8	6	75	21	4	6
Age:										
18-24	323	1.76	33	16	9	6	80	23	5	4
25-34	425	1.81	30	17	10	5	79	25	8	7
35-44	365	1.81	38	16	7	6	78	27	5	4
45-54	419	1.83	43	19	8	6	76	23	5	3
55-65	361	1.86	53	18	8	5	70	25	4	3
Community size:										
Metro areas--1 million and over	697	1.97	46	19	11	5	74	29	7	6
Other metro	716	1.73	34	18	8	4	79	22	5	3
Nonmetro	515	1.70	37	14	6	6	76	22	5	4

Question 8b: "Which of the (types of dress shirts owned), if any, have been bought for your use in the past 12 months?" (If respondent reported owning one type only he was not asked this question; but if respondent reported any purchases in question 13a, that type was recorded as purchased in the past 12 months.)

Respondent characteristics	Cases	Average responses per case	Regular or plain				Permanent or durable press				None bought
			100% cotton	Blend of cotton and synthetic	100% synthetic	Others	Blend of cotton and synthetic	100% cotton	100% synthetic	Others	
	--- Number ---		---------- Percent ----------								
U.S. total	1,928	1.21	14	8	3	2	63	14	3	2	12
Education:											
Grammar school or less	294	1.09	19	6	1	2	49	10	1	2	20
Some high school	301	1.20	14	7	2	4	59	15	2	2	15
High school graduate	670	1.19	12	8	3	1	64	15	2	2	12
Some college or more	653	1.25	14	8	4	1	69	15	5	2	7
Household income:											
Under $7,000	461	1.17	17	6	3	2	53	13	2	2	19
$7,000-$9,999	425	1.18	10	7	2	2	63	15	3	2	14
$10,000-$14,999	572	1.20	12	8	3	1	68	13	3	2	10
$15,000 and over	453	1.28	17	9	5	1	65	18	5	2	6
Occupation:											
Professional/managerial	557	1.26	15	8	3	2	67	14	5	3	9
Other white collar	186	1.23	14	10	5	1	72	12	3	1	5
Skilled blue collar	723	1.21	13	7	3	2	62	17	3	2	12
Unskilled blue collar	217	1.18	16	8	2	3	51	12	2	3	21
Not employed	227	1.15	16	6	2	1	60	13	1	1	15
Age:											
18-24	323	1.25	15	7	5	2	69	14	3	2	8
25-34	425	1.23	10	8	4	2	66	15	6	2	10
35-44	365	1.19	11	7	2	1	62	17	3	2	14
45-54	419	1.19	15	8	2	2	63	13	2	2	12
55-65	361	1.17	19	7	2	1	54	13	2	1	18
Community size:											
Metro areas--1 million and over	697	1.24	18	7	4	2	60	17	4	2	10
Other metro	716	1.20	11	9	2	2	68	13	3	2	10
Nonmetro	515	1.15	13	6	2	1	58	13	2	3	17

Question 8c: "Which one of the (types of dress shirts owned) do you wear most often?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)

Respondent characteristics	Cases	Regular or plain			Permanent or durable press			None worn most often
		100% cotton	Blend of cotton and synthetic	Other	Blend of cotton and synthetic	100% cotton	Other	
	Number	Percent						
U.S. total	1,928	13	6	2	64	11	3	2
Education:								
Grammar school or less	294	22	6	1	57	9	3	2
Some high school	301	15	8	3	59	14	3	2
High school graduate	670	9	7	2	66	13	3	2
Some college or more	653	11	5	2	67	9	5	2
Household income:								
Under $7,000	461	19	5	3	60	11	2	2
$7,000-$9,999	425	10	6	2	64	13	4	1
$10,000-$14,999	572	10	6	1	69	10	4	2
$15,000 and over	453	13	7	3	61	12	4	2
Occupation:								
Professional/managerial	557	11	7	2	65	8	5	3
Other white collar	186	11	7	1	70	9	4	2
Skilled blue collar	723	12	7	2	62	14	3	2
Unskilled blue collar	217	18	5	3	59	12	3	1
Not employed	227	17	4	3	64	11	3	1
Age:								
18-24	323	9	5	4	69	12	2	2
25-34	425	8	6	3	68	10	5	2
35-44	365	9	6	1	65	14	4	2
45-54	419	16	7	1	64	10	3	2
55-65	361	21	6	2	56	11	4	3
Community size:								
Metro areas--1 million and over	697	16	5	3	58	12	4	2
Other metro	716	9	8	2	69	10	4	2
Nonmetro	515	14	5	2	64	11	3	2

Question 8d: "Of all the types of fibers listed on this card, which one, if any, do you prefer in a dress shirt?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Regular or plain			Permanent or durable press			None preferred
		100% cotton	Blend of cotton and synthetic	Other	Blend of cotton and synthetic	100% cotton	Other	
	Number	Percent						
U.S. total	1,928	13	6	2	60	12	4	4
Education:								
Grammar school or less	294	21	6	1	56	11	3	4
Some high school	301	13	8	2	56	14	4	3
High school graduate	670	10	6	3	62	13	4	3
Some college or more	653	13	4	2	61	11	5	4
Household income:								
Under $7,000	461	17	5	3	57	12	3	4
$7,000-$9,999	425	10	7	2	60	13	4	4
$10,000-$14,999	572	11	5	1	64	11	5	4
$15,000 and over	453	15	6	3	57	13	5	4
Occupation:								
Professional/managerial	557	13	6	3	60	9	6	4
Other white collar	186	12	6	1	63	12	6	3
Skilled blue collar	723	12	7	2	59	15	4	4
Unskilled blue collar	217	18	6	3	55	12	3	5
Not employed	227	18	2	3	61	11	3	4
Age:								
18-24	323	9	6	4	63	13	4	3
25-34	425	9	6	3	64	10	5	3
35-44	365	10	5	1	61	13	4	7
45-54	419	17	6	1	59	12	4	3
55-65	361	20	5	2	54	11	4	4
Community size:								
Metro areas--1 million and over	697	16	5	3	53	13	4	5
Other metro	716	10	7	1	66	11	4	3
Nonmetro	515	13	6	2	61	12	4	4

Question 9a: "What do you like about a (type preferred) dress shirt?" (Asked only if reported a preference.)

Likes	U.S. total			
	Prefer regular or plain		Prefer permanent or durable press	
	100% cotton	Blend of cotton and synthetic	100% cotton	Blend of cotton and synthetic
	Percent			
Comfort	60	50	53	42
Doesn't itch, irritate or scratch; smooth	21	19	18	12
Cool or cooler	16	11	15	6
General comfort	15	15	15	14
Doesn't cling or stick	7	8	6	5
Absorbent	5	1	2	1
Light or lightweight	2	2	4	5
Comfortable because of fit	2	2	1	3
Other comfort mentions	4	6	4	2
Daily wearing performance	29	48	41	57
Shape retention	14	23	17	19
General daily wearing performance	12	13	6	9
Wrinkle resistance	5	19	23	34
Stain resistance	1	2	*	4
Appearance	29	28	21	23
Good styling	10	11	8	10
Looks good; nice appearance	10	7	6	5
Good fit	5	7	4	5
Variety of colors or patterns	3	3	5	6
Other appearance mentions	4	2	1	1
Laundering	23	33	34	44
Washable	3	3	4	3
Can be ironed easily	3	3	2	1
No ironing or less ironing; permanent press	2	15	21	32
Doesn't have to be sent to the laundry or dry cleaner	1	0	3	4
Doesn't shrink	1	0	2	2
Easy to dry	*	3	*	3
Other laundry mentions	15	8	6	5
Durability; longer lasting; wears well	20	11	13	12
Colors don't fade; doesn't discolor	4	9	6	6
Can wear year round; comfortable all year	3	2	3	1
Easy to care for	2	2	4	6
Less costly; economical	1	6	4	2
All other mentions	3	0	2	2
	Number			
Cases	255	110	233	1,155
Average responses per case	1.94	2.13	2.05	2.20

* Less than 1 percent.

Question 10: "Why do you dislike a 100% cotton regular or plain dress shirt?" (Asked only if reported disliking 100% cotton regular or plain dress shirts.)

Reasons	U.S. total
	Percent
Daily wearing performance	58
Wrinkles	47
Doesn't retain shape	13
Stains; stains easily	5
Other daily wearing performance mentions	3
Laundering	55
Needs ironing; takes too long to iron	33
Needs starching	18
Has to be sent to laundry	5
Shrinks	3
Stains don't come out; harder to get clean	3
Other laundering mentions	5
Comfort	19
Irritates, itches, scratchy, stiff	8
Hot, hotter, warmer	7
Other comfort mentions	5
Durability	11
Doesn't last long; wears out easily; tears easily	7
Frays, ravels	4
Other durability mentions	1
Colors fade; discolors	6
Don't like available colors	1
Other mentions	3
Don't know, no answer	15
	Number
Cases	143
Average responses per case	1.92

Question 11a: "Which, if any, of the items on this list do you think should be on the tags, wrappers, shirt-tails, or sewn-in labels of dress shirts?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Average responses per case	Laundry or cleaning instructions	Permanent or durable press finish	Fiber content	Amount of shrinkage	Color fastness	Wrinkle resistance	Stain resistance
	-- Number --		---------- Percent ----------						
U.S. total	1,928	3.92	76	74	59	59	54	39	31
Education:									
Grammar school or less	294	3.70	73	66	50	54	55	40	32
Some high school	301	3.76	75	68	51	55	55	35	37
High school graduate	670	3.89	77	73	58	61	53	39	28
Some college or more	653	4.10	77	80	67	61	55	40	30
Household income:									
Under $7,000	461	3.76	73	70	54	54	55	39	31
$7,000-$9,999	425	4.03	76	78	62	58	57	41	31
$10,000-$14,999	572	3.92	79	72	57	63	54	36	31
$15,000 and over	453	3.93	75	74	64	60	51	39	30
Occupation:									
Professional/managerial	557	3.93	74	74	64	60	53	38	30
Other white collar	186	4.07	78	75	62	61	54	43	34
Skilled blue collar	723	3.95	78	74	58	59	56	39	31
Unskilled blue collar	217	3.79	73	73	54	57	54	35	29
Not employed	227	3.84	77	71	55	57	53	40	31
Age:									
18-24	323	3.96	79	78	62	56	54	38	29
25-34	425	4.14	77	80	64	63	55	39	36
35-44	365	3.96	76	75	62	59	53	40	31
45-54	419	3.78	75	69	57	58	53	37	29
55-65	361	3.80	74	65	51	59	58	42	30
Community size:									
Metro areas--1 million and over	697	3.79	75	72	56	57	52	38	29
Other metro	716	4.06	77	78	63	60	56	40	32
Nonmetro	515	3.87	75	71	57	60	55	38	31

Question 11b: "Which, if any, of the items on this list do you or the person buying your dress shirts usually look for at the time of purchase?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Average responses per case	Permanent or durable press finish	Laundry or cleaning instructions	Fiber content	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Stain resistance	None	Don't know
	-- Number --		---------- Percent ----------								
U.S. total	1,928	2.38	62	45	40	27	25	18	9	7	5
Education:											
Grammar school or less	294	2.33	50	44	33	32	26	17	10	10	11
Some high school	301	2.40	59	49	34	27	31	17	11	7	5
High school graduate	670	2.41	64	48	38	27	26	19	9	6	4
Some college or more	653	2.36	66	41	47	25	22	18	7	8	2
Household income:											
Under $7,000	461	2.40	58	48	36	29	26	19	10	7	7
$7,000-$9,999	425	2.50	67	46	40	27	31	17	11	6	5
$10,000-$14,999	572	2.41	65	46	40	29	24	18	8	6	5
$15,000 and over	453	2.22	59	40	42	23	21	18	7	10	2
Occupation:											
Professional/managerial	557	2.28	59	39	43	25	23	17	8	9	5
Other white collar	186	2.61	66	54	45	33	26	19	7	9	2
Skilled blue collar	723	2.38	64	48	37	26	27	17	8	6	5
Unskilled blue collar	217	2.32	58	42	35	29	24	16	10	10	8
Not employed	227	2.56	65	47	43	29	27	24	13	4	4
Age:											
18-24	323	2.30	69	46	40	23	19	17	8	6	2
25-34	425	2.38	68	47	37	25	25	16	10	7	3
35-44	365	2.39	65	44	42	25	23	19	7	7	7
45-54	419	2.49	56	46	43	33	30	19	9	8	5
55-65	361	2.43	54	44	38	30	28	22	11	9	7
Community size:											
Metro areas--1 million and over	697	2.28	58	44	38	26	23	18	9	7	5
Other metro	716	2.50	68	45	45	27	26	19	9	8	3
Nonmetro	515	2.36	60	45	36	30	26	17	8	7	7

Question 11c: "Which, if any, of these are not usually shown on the tags, wrappers, shirt-tails, or sewn-in labels of dress shirts?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Average responses per case	Stain resistance	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Laundry or cleaning instructions	Fiber content	Permanent or durable press finish	None	Don't know
	-- Number --		Percent								
U.S. total	1,928	2.09	53	42	35	33	18	6	2	4	16
Education:											
Grammar school or less	294	1.80	42	30	22	27	13	9	3	4	30
Some high school	301	1.96	50	42	29	34	17	3	3	3	15
High school graduate	670	2.01	51	43	33	32	16	5	1	4	16
Some college or more	653	2.31	60	47	44	36	22	6	2	4	10
Household income:											
Under $7,000	461	1.96	46	39	30	30	17	6	4	3	21
$7,000-$9,999	425	2.05	50	44	32	35	17	6	1	5	15
$10,000-$14,999	572	2.10	56	45	35	35	17	4	2	3	13
$15,000 and over	453	2.16	57	40	40	31	20	7	2	5	14
Occupation:											
Professional/managerial	557	2.14	58	42	37	34	17	6	2	5	13
Other white collar	186	2.22	62	43	37	41	21	5	1	3	9
Skilled blue collar	723	1.98	47	42	32	31	17	6	2	3	18
Unskilled blue collar	217	2.04	50	42	26	33	14	8	4	3	24
Not employed	227	2.21	53	46	42	31	23	4	3	4	15
Age:											
18-24	323	2.33	59	54	44	37	21	4	2	3	9
25-34	425	2.25	55	50	40	38	21	6	1	4	10
35-44	365	1.98	53	37	34	31	16	5	1	4	17
45-54	419	1.85	49	34	28	27	14	5	2	5	21
55-65	361	1.98	49	37	27	32	16	8	3	4	22
Community size:											
Metro areas--1 million and over	697	2.11	53	39	36	34	17	6	2	5	19
Other metro	716	2.13	53	46	35	32	20	7	3	4	13
Nonmetro	515	1.99	52	41	32	33	15	4	2	3	17

Question 12: "Which of the statements on this card describe how your (type reported as worn most often) dress shirt is cared for?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)

How cared for	U.S. total			
	100 percent cotton worn most often		Blend of cotton and synthetic worn most often	
	Regular or plain	Permanent or durable press	Regular or plain	Permanent or durable press
	Percent			
Washed by machine at home or in a coin-op machine	62	83	74	86
Sent out to a commercial laundry	35	14	20	10
Washed by hand at home	9	11	9	8
Dried at home on a clothes line or hanger	35	35	32	35
Dried at home in a dryer or in a coin-op dryer	31	57	48	59
Usually starched	29	9	20	6
Completely ironed at home	48	24	45	20
Just touched up at home	12	30	26	44
Not ironed at all	4	27	6	24
Sent out to be dry cleaned	7	4	5	3
Dry cleaned at home (do not include spot cleaning)	2	0	0	*
Dry cleaned in a coin-op machine	1	0	0	1
	Number			
Cases	250	217	117	1,226
Average responses per case	2.75	2.94	2.85	2.96

* Less than 1 percent.

Question 13a: "About how many dress shirts, if any, were bought for your use in the past 12 months?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	1-2	3-4	5-6	7-8	9-10	11-12	13 and over	None
	Number	Percent							
U.S. total	1,928	12	21	23	8	7	8	7	12
Education:									
Grammar school or less	294	16	24	19	6	4	4	4	21
Some high school	301	14	20	25	5	4	7	6	16
High school graduate	670	14	21	23	9	7	6	6	12
Some college or more	653	8	20	25	9	8	11	11	8
Household income:									
Under $7,000	461	17	22	18	6	5	4	6	20
$7,000-$9,999	425	15	22	26	7	5	6	3	14
$10,000-$14,999	572	10	23	23	8	8	9	7	10
$15,000 and over	453	8	17	25	9	8	12	12	6
Occupation:									
Professional/managerial	557	10	17	26	9	10	9	9	9
Other white collar	186	7	19	20	11	10	16	12	5
Skilled blue collar	723	15	23	23	6	5	8	6	13
Unskilled blue collar	217	16	20	19	9	4	2	8	21
Not employed	227	14	27	24	7	3	4	3	16
Age:									
18-24	323	14	23	21	10	6	6	11	8
25-34	425	14	20	22	8	8	9	7	11
35-44	365	13	18	20	8	9	8	7	14
45-54	419	11	22	26	6	6	10	6	12
55-65	361	11	21	26	7	3	6	5	18
Community size:									
Metro areas--1 million and over	697	12	19	24	8	6	10	9	11
Other metro	716	11	22	25	7	9	8	7	11
Nonmetro	515	16	23	20	8	5	4	5	17

Question 13b: "Who usually buys your dress shirts?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Average responses per case	Self	Wife	Mother	Other
	--- Number ---		------- Percent -------			
U.S. total	1,928	1.04	51	44	4	5
Education:						
Grammar school or less	294	1.03	37	56	1	9
Some high school	301	1.03	46	50	3	4
High school graduate	670	1.04	49	46	4	5
Some college or more	653	1.05	63	34	5	3
Household income:						
Under $7,000	461	1.02	57	37	3	5
$7,000-$9,999	425	1.03	44	52	2	5
$10,000-$14,999	572	1.03	46	49	3	5
$15,000 and over	453	1.05	59	37	5	4
Occupation:						
Professional/managerial	557	1.04	54	45	1	4
Other white collar	186	1.05	57	40	5	3
Skilled blue collar	723	1.03	45	52	2	4
Unskilled blue collar	217	1.06	50	42	7	7
Not employed	227	1.01	61	24	9	7
Age:						
18-24	323	1.03	70	15	14	4
25-34	425	1.04	56	44	2	2
35-44	365	1.02	44	54	1	3
45-54	419	1.05	43	55	2	5
55-65	361	1.04	44	49	0	11
Community size:						
Metro areas--1 million and over	697	1.04	55	40	4	5
Other metro	716	1.03	52	44	4	3
Nonmetro	515	1.02	45	49	2	6

Question 13c: "In what type of store are most of your dress shirts bought?" (Asked only if reported owning dress shirts.)

Respondent characteristics	Cases	Average responses per case	Department store	Men's store	Discount store	Other
	-- Number --		-------- Percent --------			
U.S. total	1,928	1.02	58	36	6	2
Education:						
Grammar school or less	294	1.01	63	23	13	2
Some high school	301	1.01	57	36	7	1
High school graduate	670	1.02	62	32	6	2
Some college or more	653	1.03	54	44	3	2
Household income:						
Under $7,000	461	1.01	54	33	12	2
$7,000-$9,999	425	1.02	61	30	8	3
$10,000-$14,999	572	1.02	61	36	4	1
$15,000 and over	453	1.05	58	41	3	3
Occupation:						
Professional/managerial	557	1.03	63	36	3	1
Other white collar	186	1.05	56	44	2	3
Skilled blue collar	723	1.01	59	32	8	2
Unskilled blue collar	217	.99	52	34	11	2
Not employed	227	1.02	51	42	7	2
Age:						
18-24	323	1.02	47	48	5	2
25-34	425	1.01	52	36	10	3
35-44	365	1.01	64	27	8	2
45-54	419	1.03	65	33	3	2
55-65	361	1.03	62	34	5	2
Community size:						
Metro areas--1 million and over	697	1.03	55	40	6	2
Other metro	716	1.03	60	35	6	2
Nonmetro	515	1.00	60	31	7	2

Question 14: "Do you or do you not own any light-weight sport shirts?"

Respondent characteristics	Cases	Own	Do not own
	Number	Percent	
U.S. total	2,001	91	9
Education:			
Grammar school or less	322	80	20
Some high school	317	89	11
High school graduate	692	94	6
Some college or more	659	94	6
Household income:			
Under $7,000	501	86	14
$7,000-$9,999	442	91	9
$10,000-$14,999	581	93	7
$15,000 and over	458	94	6
Occupation:			
Professional/managerial	564	91	9
Other white collar	189	95	5
Skilled blue collar	748	94	6
Unskilled blue collar	235	84	16
Not employed	246	90	10
Age:			
18-24	345	92	8
25-34	445	95	5
35-44	373	94	6
45-54	434	90	10
55-65	369	85	15
Community size:			
Metro areas--1 million and over	722	93	7
Other metro	740	93	7
Nonmetro	539	87	13

Question 15a: "Do you own woven, knit, or both kinds of light-weight sport shirts?" (Asked only if reported owning light-weight sport shirts.)

Respondent characteristics	Cases	Own woven	Own knit	Own both
	Number	Percent		
U.S. total	1,826	32	9	59
Education:				
Grammar school or less	260	48	7	45
Some high school	282	34	11	55
High school graduate	652	32	10	58
Some college or more	622	24	10	66
Household income:				
Under $7,000	430	40	12	48
$7,000-$9,999	405	36	9	55
$10,000-$14,999	542	30	8	62
$15,000 and over	431	22	10	68
Occupation:				
Professional/managerial	512	32	8	60
Other white collar	180	24	11	65
Skilled blue collar	698	32	9	59
Unskilled blue collar	198	37	11	52
Not employed	222	33	12	55
Age:				
18-24	317	24	15	61
25-34	423	26	11	63
35-44	351	29	8	63
45-54	392	37	6	57
55-65	315	44	7	49
Community size:				
Metro areas--1 million and over	669	27	10	63
Other metro	686	32	9	59
Nonmetro	471	39	9	52

Question 15b: "Which kind do you wear most often--woven or knit?" (If respondent reported owning one kind only, that kind was recorded as the kind worn most often.)

Respondent characteristics	Cases	Woven worn most often	Knit worn most often
	Number	Percent	
U.S. total	1,826	66	33
Education:			
Grammar school or less	260	78	20
Some high school	282	67	32
High school graduate	652	67	32
Some college or more	622	59	40
Household income:			
Under $7,000	430	71	28
$7,000-$9,999	405	67	33
$10,000-$14,999	542	68	30
$15,000 and over	431	57	41
Occupation:			
Professional/managerial	512	65	33
Other white collar	180	62	36
Skilled blue collar	698	66	32
Unskilled blue collar	198	69	30
Not employed	222	65	34
Age:			
18-24	317	56	42
25-34	423	58	41
35-44	351	67	32
45-54	392	71	28
55-65	315	79	19
Community size:			
Metro areas--1 million and over	669	61	37
Other metro	686	65	34
Nonmetro	471	74	26

Question 16a: "Here is a list of features men may look for in a light-weight sport shirt. Which one, if any, is most important to you?"

Question 16b: "Which would be next most important?"

Question 16c: "Then which one?"

Question 16d: "Which one, if any, would be least important to you?"
(Questions 16a-d asked only if reported owning light-weight sport shirts.)

Features	U.S. total			
	Most important	Next most important	Third most important	Least important
	Percent			
Color (solid colors as well as stripes, patterns, etc.)	31	26	17	3
Style	30	30	14	3
Permanent or durable press finish	11	10	14	8
Fiber (cotton, wool, synthetics, blends)	10	11	14	8
Price	8	9	19	17
Brand name	5	4	6	49
Way cloth is made (woven or knit)	5	8	11	9
No choice	2	2	4	3
	Number			
Cases	1,826	1,826	1,826	1,826

Summary of questions 16a and 18d: Most important feature to respondent in either woven or knit light-weight sport shirts worn most often compared by type of sport shirt respondent reported preferring. (Questions 16a and 18d were asked only if reported owning light-weight sport shirts.)

Features	U.S. total			
	Prefer regular or plain	Prefer permanent or durable press		
	100% cotton (woven)	100% cotton (woven)	Blend of cotton and synthetic (woven)	Blend of cotton and synthetic (knit)
	Percent			
Color (solid colors as well as stripes, patterns, etc.)	34	34	29	33
Style	27	27	25	33
Fiber (cotton, wool, synthetics, blends)	20	10	9	10
Price	7	9	8	8
Way cloth is made (woven or knit)	5	4	3	6
Permanent or durable press finish	4	10	18	6
Brand name	2	5	5	3
None listed	1	1	2	1
	Number			
Cases	145	126	731	253

Question 17: "The fibers used in light-weight sport shirts have different qualities. Here is a list of possible qualities and a scale that will tell us how important each of these is to you. Remember, if you think a quality is very important to you in a light-weight sport shirt pick number 5 on the left of the scale. If you think it is not important pick number 1 on the right. If your opinion falls somewhere in between very important and not important, you may pick a number that falls in between. In light-weight sport shirts, how important is (quality) to you?" (Asked only if reported owning light-weight sport shirts.)

Qualities	U.S. total 1/					
	Number selected					Average rating
	5	4	3	2	1	
	----- Percent -----					-- Number --
Feels comfortable on skin	79	12	6	2	1	4.65
Keeps its shape	72	19	6	1	1	4.59
Does not discolor or fade	68	18	9	2	2	4.51
Machine washable	62	16	11	4	7	4.22
Does not wrinkle easily	60	24	11	2	3	4.36
Does not burst into flames easily	57	9	11	6	16	3.87
Does not cling	57	20	14	4	3	4.25
Does not fray easily	55	21	14	5	3	4.20
Lasts a long time	53	20	17	5	4	4.14
Does not have to be ironed	52	17	16	6	9	3.97
Can be worn year round	46	19	19	8	7	3.88
Absorbent	28	18	25	12	15	3.32
Dries fast	25	16	26	14	17	3.19

1/ Percentages based on 1,826 cases.

Summary of question 17: Respondents rating (quality) very important (5) to them in either woven or knit light-weight sport shirts worn most often. (Question 17 was asked only if reported wearing light-weight woven or knit sport shirts most often.)

Qualities	U.S. total	
	Woven	Knit
	----- Percent -----	
Feels comfortable on skin	78	80
Keeps its shape	70	74
Does not discolor or fade	69	67
Machine washable	65	56
Does not wrinkle easily	62	55
Does not burst into flames easily	59	53
Does not cling	58	55
Does not fray easily	57	52
Lasts a long time	54	51
Does not have to be ironed	54	47
Can be worn year round	47	43
Absorbent	28	28
Dries fast	28	19
	----- Number ------	
Cases	1,203	598

Summary of question 17: Characteristics of respondents rating (quality) very important (5) to them in light-weight sport shirts. (Question 17 was asked only if reported owning light-weight sport shirts.)

Respondent characteristics	Cases	Feels comfortable on skin	Keeps its shape	Does not discolor or fade	Machine washable	Does not wrinkle easily	Does not burst into flames easily	Does not cling	Does not fray easily	Lasts a long time	Does not have to be ironed	Can be worn year round	Absorbent	Dries fast
	Number	Percent												
U.S. total	1,826	79	72	68	62	60	57	57	55	53	52	46	28	25
Education:														
Grammar school or less	260	87	75	81	78	73	69	67	64	75	62	63	42	38
Some high school	282	83	80	75	71	69	64	64	59	63	58	54	34	35
High school graduate	652	80	73	69	62	62	60	58	59	54	52	49	26	25
Some college or more	622	72	64	60	52	48	47	49	46	40	44	32	22	17
Household income:														
Under $7,000	430	82	77	72	66	65	53	58	56	69	59	57	30	32
$7,000-$9,999	405	80	75	74	67	64	63	61	61	61	56	49	33	31
$10,000-$14,999	542	79	70	68	62	60	61	59	59	50	51	44	27	23
$15,000 and over	431	73	65	59	52	51	53	52	47	35	41	33	24	16
Occupation:														
Professional/ managerial	512	74	65	60	55	54	55	55	48	44	46	39	25	20
Other white collar	180	81	74	70	62	59	51	54	56	47	49	43	33	19
Skilled blue collar	698	81	74	74	66	65	63	62	62	57	57	50	29	27
Unskilled blue collar	198	80	78	74	64	63	56	57	54	62	53	50	32	33
Not employed	222	79	69	64	61	50	52	50	50	57	50	47	27	29
Age:														
18-24	317	77	70	65	54	52	39	46	49	57	50	40	20	20
25-34	423	78	68	64	58	58	53	56	54	54	49	46	22	21
35-44	351	75	73	65	62	63	63	56	56	50	50	46	29	25
45-54	392	80	70	70	65	60	61	61	54	50	52	47	33	30
55-65	315	85	79	77	70	67	72	67	64	56	57	52	37	31
Community size:														
Metro areas--1 million and over	669	76	69	65	59	57	57	56	54	45	48	43	31	23
Other metro	686	77	73	68	60	61	54	58	56	53	53	44	27	27
Nonmetro	471	85	74	73	68	63	61	59	57	65	56	52	27	25

Summary of questions 17 and 18d: Qualities in light-weight sport shirts rated very important (5) to respondent compared by type of light-weight sport shirt respondent reported preferring. (Questions 17 and 18d were asked only if reported owning light-weight sport shirts.)

Qualities	U.S. total			
	Prefer regular or plain	Prefer permanent or durable press		
	100% cotton (woven)	100% cotton (woven)	Blend of cotton and synthetic (woven)	Blend of cotton and synthetic (knit)
	Percent			
Feels comfortable on skin	83	77	78	80
Does not discolor or fade	73	66	68	69
Keeps its shape	65	71	72	77
Does not burst into flames easily	61	54	60	53
Does not fray easily	60	54	58	58
Does not cling	59	60	59	52
Lasts a long time	58	58	55	51
Machine washable	56	61	69	66
Can be worn year round	56	48	47	44
Does not wrinkle easily	54	56	67	59
Absorbent	33	27	29	29
Does not have to be ironed	31	51	63	54
Dries fast	27	31	31	24
	Number			
Cases	145	126	731	253

Question 18a: "Which of these types of light-weight (woven/knit) sport shirts do you own?" (Asked only if reported owning light-weight woven/knit sport shirts.)

Question 18b: "Which of the (types owned), if any, have been bought for your use in the past 12 months?" (If respondent reported owning one type only, he was not asked this question; but if respondent reported any purchases in question 23a, that type was recorded as purchased in the past 12 months.)

Question 18c: "Which one of the (types owned) do you wear most often?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)

Question 18d: "Of all the types of fibers listed on this card, which one, if any, do you prefer in a light-weight (woven/knit) sport shirt?" (Asked only if reported owning light-weight woven/knit sport shirts.)

Question 18e: "Of all the types of fibers listed on this card, which, if any, do you dislike in a light-weight (woven/knit) sport shirt?" (Asked only if reported owning light-weight woven/knit sport shirts.)

Question 18f: "Which, if any, are hard to find in a light-weight (woven/knit) sport shirt?" (Asked only if reported owning light-weight woven/knit sport shirts.)

Types	Own		Bought in last 12 months		Wear most often		Prefer		Dislike		Hard to find	
	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit
	Percent											
Regular or plain:												
100% cotton	31	29	12	17	12	14	12	14	5	7	3	2
Blend of cotton and synthetic	18	19	9	14	7	10	6	10	1	1	*	1
100% synthetic	9	20	4	13	2	12	2	10	13	9	1	1
100% rayon or acetate	7	9	3	5	2	1	2	2	8	9	2	2
100% wool	3	5	1	3	*	1	*	1	15	17	4	3
Other regular or plain fibers	2	3	1	2	*	1	*	1	2	2	1	*
Permanent or durable press:												
Blend of cotton and synthetic	74	56	60	45	63	42	60	41	1	2	*	*
100% cotton	24	20	13	11	10	9	10	9	2	2	2	2
100% synthetic	4	10	3	8	2	7	2	8	4	2	1	1
100% wool	*	*	*	0	0	0	0	0	5	4	2	2
Other permanent or durable press fibers	2	2	1	2	1	1	1	1	2	1	1	1
None	0	0	14	10	2	3	5	4	49	49	81	83
Don't know	*	*	2	2	0	0	0	0	1	1	3	3
	Number											
Cases	1,203	598	1,203	598	1,203	598	1,203	598	1,203	598	1,203	598
Average responses per case	1.74	1.73	1.23	1.32	1.01	1.01	1.00	1.01	1.08	1.06	1.01	1.01

* Less than 1 percent.

Question 19a: "What do you like about a (type preferred) sport shirt?" (Asked only if reported a preference.)

Likes	U.S. total			
	Prefer regular or plain	Prefer permanent or durable press		
	100% cotton (woven)	100% cotton (woven)	Blend of cotton and synthetic (woven)	Blend of cotton and synthetic (knit)
	Percent			
Comfort	75	63	52	69
Cool or cooler	22	16	15	15
Doesn't itch, irritate or scratch; smooth	22	13	10	10
General comfort	15	20	15	21
Doesn't cling or stick	9	10	7	7
Absorbent	9	1	2	2
Light or lightweight	8	6	7	5
Stretches; moves with body	4	4	3	13
Comfortable because of fit	4	2	3	5
Other comfort mentions	3	1	2	3
Appearance	23	28	26	31
Good styling	12	13	15	18
Looks good; nice appearance	6	4	4	6
Variety of colors or patterns	4	9	8	5
Good fit	1	8	4	7
Daily wearing performance	19	42	48	45
Shape retention	10	14	16	19
Wrinkle resistance	4	21	28	21
General daily wearing performance	4	8	9	8
Stain resistance	1	6	4	3
Laundering	19	33	47	36
Can be ironed easily	5	3	2	*
Washable	4	7	3	5
No ironing or less ironing; permanent press	2	17	33	24
Doesn't have to be sent to laundry or dry cleaner	1	1	3	1
Easy to dry	0	1	2	4
Other laundering mentions	10	4	7	4
Durability; longer lasting; wears well	15	18	8	15
Colors don't fade; doesn't discolor	5	4	5	6
Can wear year round; comfortable all year	4	1	1	2
Less costly; economical	3	6	2	3
Easy to care for	1	4	3	5
All other mentions	4	1	3	1
	Number			
Cases	145	126	731	253
Average responses per case	1.92	2.23	2.24	2.38

* Less than 1 percent.

Question 21a: "Which, if any, of the items on this list do you think should be on the tags, wrappers, shirt-tails, or sewn-in labels of light-weight woven sport shirts?" (Asked only if reported wearing light-weight woven sport shirts most often.)

Respondent characteristics	Cases	Average responses per case	Laundry or cleaning instructions	Permanent or durable press finish	Fiber content	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Stain resistance
	-- Number --		---------- Percent ----------						
U.S. total	1,203	3.97	79	75	63	57	56	38	29
Education:									
Grammar school or less	202	3.84	80	67	54	59	52	40	32
Some high school	187	3.71	75	67	54	54	54	35	32
High school graduate	431	3.95	78	78	59	60	56	38	26
Some college or more	376	4.18	80	81	76	55	58	38	30
Household income:									
Under $7,000	305	3.85	76	71	57	55	54	41	31
$7,000-$9,999	268	4.06	79	80	63	55	60	40	29
$10,000-$14,999	363	4.08	82	78	60	65	58	36	29
$15,000 and over	254	3.92	79	74	74	52	51	36	26
Occupation:									
Professional/managerial	335	4.08	79	75	73	59	55	39	28
Other white collar	114	4.02	83	76	63	57	60	39	24
Skilled blue collar	460	3.89	79	74	59	58	56	34	29
Unskilled blue collar	137	4.00	82	80	53	55	52	45	33
Not employed	146	3.99	72	77	62	52	60	44	32
Age:									
18-24	177	3.90	77	77	66	52	53	39	26
25-34	245	4.27	78	84	66	61	58	42	38
35-44	235	3.93	80	74	64	58	52	36	29
45-54	280	3.84	78	71	58	56	59	36	26
55-65	248	3.96	81	72	61	60	56	39	27
Community size:									
Metro areas--1 million and over	415	3.92	81	75	66	53	53	37	27
Other metro	441	4.05	77	78	63	59	59	39	30
Nonmetro	347	3.94	78	73	59	61	55	38	30

Question 21b: "Which, if any, of the items on this list do you or the person buying your light-weight woven sport shirts usually look for at the time of purchase?" (Asked only if reported wearing light-weight woven sport shirts most often.)

Respondent characteristics	Cases	Average responses per case	Permanent or durable press finish	Laundry or cleaning instructions	Fiber content	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Stain resistance	None	Don't know
	-- Number --		---------- Percent ----------								
U.S. total	1,203	2.49	65	50	42	29	27	17	8	6	5
Education:											
Grammar school or less	202	2.47	56	50	34	32	28	17	12	9	9
Some high school	187	2.40	60	52	35	23	32	18	6	8	6
High school graduate	431	2.48	68	52	38	30	27	16	7	5	5
Some college or more	376	2.52	70	46	54	27	23	17	9	4	2
Household income:											
Under $7,000	305	2.61	62	53	39	34	28	20	11	6	8
$7,000-$9,999	268	2.57	70	52	41	27	30	17	8	6	6
$10,000-$14,999	363	2.49	68	51	40	28	29	16	7	5	5
$15,000 and over	254	2.27	60	43	50	24	21	14	7	6	2
Occupation:											
Professional/managerial	335	2.40	64	43	48	28	23	14	8	6	6
Other white collar	114	2.66	67	59	41	30	28	23	8	9	1
Skilled blue collar	460	2.47	65	53	40	25	30	16	8	4	6
Unskilled blue collar	137	2.44	64	49	35	32	25	15	9	10	5
Not employed	146	2.68	66	48	42	37	30	23	12	5	5
Age:											
18-24	177	2.37	69	48	40	29	23	14	7	6	1
25-34	245	2.47	75	48	42	25	24	13	10	6	4
35-44	235	2.47	65	51	42	29	24	17	7	5	7
45-54	280	2.51	58	50	41	32	32	17	9	4	8
55-65	248	2.58	59	53	42	28	30	22	9	9	6
Community size:											
Metro areas--1 million and over	415	2.34	59	49	41	28	25	14	8	5	5
Other metro	441	2.62	70	51	46	27	28	20	10	6	4
Nonmetro	347	2.46	65	49	38	31	27	16	7	7	6

Question 21c: "Which, if any, of these are not usually shown on the tags, wrappers, shirt-tails, or sewn-in labels of light-weight woven sport shirts?" (Asked only if reported wearing light-weight woven sport shirts most often.)

Respondent characteristics	Cases	Average responses per case	Stain resistance	Amount of shrinkage	Wrinkle resistance	Color fastness (does not fade when washed)	Laundry or cleaning instructions	Fiber content	Permanent or durable press finish	None	Don't know
	-- Number --		---------- Percent ----------								
U.S. total	1,203	2.05	52	39	36	33	16	5	2	5	17
Education:											
Grammar school or less	202	1.82	45	28	31	22	10	6	4	5	31
Some high school	187	2.09	53	43	40	29	17	6	*	3	18
High school graduate	431	2.00	50	39	34	32	18	5	1	6	15
Some college or more	376	2.22	60	41	38	41	16	6	3	5	12
Household income:											
Under $7,000	305	1.98	52	36	36	25	15	6	2	5	21
$7,000-$9,999	268	2.03	50	42	37	30	14	5	1	4	20
$10,000-$14,999	363	2.14	55	41	33	40	19	5	3	5	13
$15,000 and over	254	2.08	54	35	39	37	14	6	2	7	14
Occupation:											
Professional/managerial	335	2.09	58	37	35	37	14	7	2	5	14
Other white collar	114	2.14	59	39	38	33	18	8	1	4	14
Skilled blue collar	460	2.01	49	39	35	30	19	4	1	5	19
Unskilled blue collar	137	2.06	50	39	40	25	13	5	6	5	23
Not employed	146	2.09	49	41	34	39	15	5	2	5	19
Age:											
18-24	177	2.15	54	44	38	39	19	5	1	3	12
25-34	245	2.26	57	50	40	37	21	4	1	5	11
35-44	235	1.93	50	35	33	33	14	4	1	5	18
45-54	280	1.95	47	33	34	31	14	6	4	4	22
55-65	248	2.02	55	34	36	27	13	7	3	7	20
Community size:											
Metro areas--1 million and over	415	1.99	47	34	35	33	15	5	2	7	21
Other metro	441	2.15	55	44	37	36	17	6	2	4	14
Nonmetro	347	1.98	55	37	35	28	16	5	1	4	17

* Less than 1 percent.

Question 21a: "Which, if any, of the items on this list do you think should be on the tags, wrappers, shirt-tails, or sewn-in labels of light-weight knit sport shirts?"

Question 21b: "Which, if any, of the items on this list do you or the person buying your light-weight knit sport shirts usually look for at the time of purchase?"

Question 21c: "Which, if any, of these are not usually shown?" (Questions 21a-c asked only if reported wearing light-weight knit sport shirts most often.)

Items	U.S. totals		
	Should be shown	Looked for	Not usually shown
	------- Percent -------		
Laundry or cleaning instructions	76	55	11
Permanent or durable press finish	63	52	5
Amount of shrinkage	60	29	48
Fiber content	59	42	7
Color fastness (does not fade when washed)	53	31	34
Wrinkle resistance	34	15	34
Stain resistance	29	9	53
None	*	6	6
Don't know	3	4	13
	------- Number -------		
Cases	598	598	598
Average responses per case	3.77	2.43	2.12

* Less than 1 percent.

Question 22: "Which of the statements on this card describe how your (type reported as worn most often) sport shirt is cared for?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)

How cared for	U.S. total			
	100 percent cotton worn most often		Blend of cotton and synthetic worn most often	
	Woven		Permanent or durable press	
	Regular or plain	Permanent or durable press	Woven	Knit
	Percent			
Washed by machine at home or in a coin-op machine	79	86	90	86
Washed by hand at home	16	11	9	11
Sent out to a commercial laundry	10	6	5	4
Dried at home on a clothes line or hanger	46	42	36	41
Dried at home in a dryer or in a coin-op dryer	38	52	62	50
Usually starched	12	4	3	1
Completely ironed at home	56	24	16	4
Just touched up at home	14	36	46	28
Not ironed at all	12	29	29	47
Sent out to be dry cleaned	6	2	1	7
Dry cleaned in a coin-op machine	2	1	*	1
Dry cleaned at home (do not include spot cleaning)	2	1	*	0
	Number			
Cases	140	126	765	255
Average responses per case	2.93	2.94	2.97	2.80

* Less than 1 percent.

Question 23a: "About how many light-weight (woven/knit) sport shirts, if any, were bought for your use in the past 12 months?" (Asked only if reported wearing light-weight woven/knit sport shirts most often.)

Number bought	U.S. total	
	Woven	Knit
	---- Percent ----	
One-two	12	15
Three-four	27	29
Five-six	26	23
Seven-eight	5	8
Nine-ten	4	6
Eleven-twelve	5	4
Thirteen and over	4	4
None	15	10
	---- Number ----	
Cases	1,203	598

Question 25b: "Who usually buys your light-weight (woven/knit) sport shirts?" (Asked only if reported wearing light-weight woven/knit sport shirts most often.)

Respondent characteristics	Cases		Self		Wife		Mother		Other	
	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit
	- Number -		Percent							
U.S. total	1,203	598	48	57	46	38	3	4	6	4
Education:										
Grammar school or less	202	54	38	32	53	61	1	2	10	5
Some high school	187	90	42	56	53	38	2	8	7	4
High school graduate	431	213	45	54	50	41	3	3	7	4
Some college or more	376	238	60	66	35	32	3	4	4	4
Household income:										
Under $7,000	305	118	54	58	38	33	2	5	8	2
$7,000-$9,999	268	135	39	54	56	46	1	6	6	1
$10,000-$14,999	363	168	45	51	49	45	3	2	7	4
$15,000 and over	254	172	54	63	43	31	2	5	5	6
Occupation:										
Professional/managerial	335	171	49	55	47	43	2	1	5	4
Other white collar	114	63	48	74	50	30	2	0	3	4
Skilled blue collar	460	227	44	50	52	44	2	4	7	4
Unskilled blue collar	137	59	54	53	39	35	3	11	8	0
Not employed	146	74	55	67	31	23	6	11	9	6
Age:										
18-24	177	134	75	73	16	17	10	10	3	1
25-34	245	173	53	59	46	39	1	1	5	4
35-44	235	114	43	46	55	53	2	2	4	3
45-54	280	106	39	45	55	50	1	3	8	5
55-65	248	63	38	51	53	46	1	0	11	8
Community size:										
Metro areas--1 million and over	415	244	52	63	43	33	3	6	7	4
Other metro	441	234	49	54	48	40	1	3	5	4
Nonmetro	347	120	43	50	47	45	3	2	10	2

Question 23c: "In what type of store are most of your light-weight (woven/knit) sport shirts bought?" (Asked only if reported wearing light-weight woven/knit sport shirts most often.)

Respondent characteristics	Cases		Department store		Men's store		Discount store		Other	
	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit	Woven	Knit
	- Number -		Percent							
U.S. total	1,203	598	64	52	28	38	7	7	2	4
Education:										
Grammar school or less	202	54	64	61	17	32	16	5	2	4
Some high school	187	90	62	54	31	38	7	8	1	1
High school graduate	431	213	67	56	26	36	6	9	3	2
Some college or more	376	238	61	46	34	43	5	6	3	7
Household income:										
Under $7,000	305	118	61	47	23	38	13	11	3	2
$7,000-$9,999	268	135	64	58	24	37	8	8	4	1
$10,000-$14,999	363	168	66	60	31	33	4	6	2	2
$15,000 and over	254	172	67	44	31	44	3	7	1	8
Occupation:										
Professional/managerial	335	171	68	52	28	37	3	6	3	5
Other white collar	114	63	66	40	30	53	5	7	3	1
Skilled blue collar	460	227	65	58	26	32	8	10	2	2
Unskilled blue collar	137	59	59	45	27	41	11	11	2	2
Not employed	146	74	54	47	30	46	13	3	1	10
Age:										
18-24	177	134	59	40	33	52	6	8	2	1
25-34	245	173	56	50	27	41	14	11	3	2
35-44	235	114	67	64	25	22	8	9	1	4
45-54	280	106	70	56	22	33	6	4	4	10
55-65	248	63	64	62	32	34	3	0	1	3
Community size:										
Metro areas--1 million and over	415	244	60	51	33	40	6	9	3	3
Other metro	441	234	64	54	26	36	8	6	2	6
Nonmetro	347	120	67	49	23	41	8	7	2	2

Question 24: "Do you or do you not own any light-weight slacks or casual trousers?"

Respondent characteristics	Cases	Own	Do not own
	Number	Percent	
U.S. total	2,001	91	9
Education:			
Grammar school or less	322	80	20
Some high school	317	89	11
High school graduate	692	93	7
Some college or more	659	95	5
Household income:			
Under $7,000	501	85	15
$7,000-$9,999	442	91	9
$10,000-$14,999	581	96	4
$15,000 and over	458	93	7
Occupation:			
Professional/managerial	564	93	7
Other white collar	189	94	6
Skilled blue collar	748	93	7
Unskilled blue collar	235	85	15
Not employed	246	86	14
Age:			
18-24	345	90	10
25-34	445	96	4
35-44	373	93	7
45-54	434	88	12
55-65	369	88	12
Community size:			
Metro areas--1 million and over	722	93	7
Other metro	740	93	7
Nonmetro	539	85	15

Question 25a: "Do you own woven, knit, or both kinds of light-weight slacks or casual trousers?" (Asked only if reported owning light-weight slacks or casual trousers.)

Respondent characteristics	Cases	Own woven	Own knit	Own both
	Number	Percent		
U.S. total	1,840	69	2	28
Education:				
Grammar school or less	264	88	1	10
Some high school	284	72	1	27
High school graduate	651	70	2	28
Some college or more	631	61	2	37
Household income:				
Under $7,000	430	76	2	22
$7,000-$9,999	406	75	2	23
$10,000-$14,999	556	70	1	29
$15,000 and over	434	58	3	39
Occupation:				
Professional/managerial	527	64	3	33
Other white collar	179	61	1	38
Skilled blue collar	699	72	2	26
Unskilled blue collar	204	80	1	18
Not employed	213	72	2	26
Age:				
18-24	317	60	3	37
25-34	427	66	3	31
35-44	346	68	1	30
45-54	391	72	1	27
55-65	325	82	1	16
Community size:				
Metro areas--1 million and over	678	66	3	31
Other metro	696	68	1	31
Nonmetro	466	77	2	20

Question 25b: "Which kind of light-weight slacks or casual trousers do you wear most often--woven or knit?" (If respondent reported owning one kind only, that kind was recorded as the kind worn most often.)

Respondent characteristics	Cases	Woven worn most often	Knit worn most often
	Number	Percent	
U.S. total	1,840	89	10
Education:			
Grammar school or less	264	95	5
Some high school	284	91	8
High school graduate	651	88	11
Some college or more	631	86	13
Household income:			
Under $7,000	430	91	8
$7,000-$9,999	406	91	8
$10,000-$14,999	556	89	10
$15,000 and over	434	84	15
Occupation:			
Professional/managerial	527	86	13
Other white collar	179	85	15
Skilled blue collar	699	89	9
Unskilled blue collar	204	95	5
Not employed	213	89	10
Age:			
18-24	317	85	14
25-34	427	87	12
35-44	346	89	10
45-54	391	91	8
55-65	325	93	6
Community size:			
Metro areas--1 million and over	678	88	12
Other metro	696	88	10
Nonmetro	466	90	9

Question 26a: "Here is a list of features men may look for in light-weight slacks or casual trousers. Which one, if any, is most important to you?"

Question 26b: "Which would be next most important?"

Question 26c: "Then which one?"

Question 26d: "Which one, if any, would be least important to you?" (Questions 26a-d asked only if reported owning light-weight slacks or casual trousers.)

Features	U.S. total			
	Most important	Next most important	Third most important	Least important
	Percent			
Style	36	29	15	2
Color (solid colors as well as stripes, patterns, etc.)	22	28	19	4
Permanent or durable press finish	15	11	16	6
Fiber (cotton, wool, synthetics, blends)	9	13	15	6
Price	7	8	17	17
Way cloth is made (woven or knit)	6	7	10	11
Brand name	3	4	4	52
No choice	1	2	4	3
	Number			
Cases	1,840	1,840	1,840	1,840

Summary of questions 26a and 28d: Most important feature to respondent in light-weight woven slacks or casual trousers worn most often compared by type of slacks respondent reported preferring. (Questions 26a and 28d were asked only if reported owning light-weight slacks or casual trousers.)

Features	U.S. total			
	Prefer regular or plain	Prefer permanent or durable press		
	100% cotton (woven)	100% cotton (woven)	Blend of cotton and synthetic (woven)	Blend of wool and synthetic (woven)
	Percent			
Style	41	36	37	28
Color (solid colors as well as stripes, patterns, etc.)	25	29	22	24
Fiber (cotton, wool, synthetics, blends)	14	6	8	10
Price	7	11	5	10
Brand name	5	3	3	5
Permanent or durable press finish	4	12	20	17
Way cloth is made (woven or knit)	4	3	5	5
None listed	1	0	1	1
	Number			
Cases	105	119	936	160

Question 27: "The fibers used in light-weight slacks or casual trousers have different qualities. Here again is a list of possible qualities and a scale that will tell us how important each of these is to you. Remember, if you think a quality is very important to you in light-weight slacks or casual trousers pick number 5 on the left of the scale. If you think it is not important pick number 1 on the right. If your opinion falls somewhere in between very important and not important, you may pick a number that falls in between. In light-weight slacks or casual trousers, how important is (quality) to you?" (Asked only if reported owning light-weight slacks or casual trousers.)

Qualities	U.S. total 1/					
	Number selected					Average rating
	5	4	3	2	1	
	----- Percent -----					Number
Keeps its shape	82	13	4	*	1	4.77
Feels comfortable on skin	78	12	7	2	1	4.64
Does not wrinkle easily	73	18	6	1	2	4.60
Does not discolor or fade	68	18	9	2	2	4.48
Does not cling	66	17	10	3	3	4.42
Lasts a long time	58	21	13	4	3	4.28
Does not fray easily	58	19	13	4	4	4.24
Does not burst into flames easily	57	10	11	6	16	3.87
Machine washable	55	14	15	6	11	3.97
Can be worn year round	54	21	15	5	5	4.14
Does not have to be ironed	53	16	15	5	11	3.96
Absorbent	25	16	29	13	16	3.22
Dries fast	23	17	27	12	20	3.11

* Less than 1 percent.
1/ Percentages based on 1,840 cases.

Summary of question 27: Characteristics of respondents rating (quality) very important (5) to them in light-weight slacks or casual trousers (Question 27 was asked only if reported owning light-weight slacks or casual trousers.)

Respondent characteristics	Cases	Keeps its shape	Feels comfortable on skin	Does not wrinkle easily	Does not discolor or fade	Does not cling	Lasts a long time	Does not fray easily	Does not burst into flames easily	Machine washable	Can be worn year round	Does not have to be ironed	Absorbent	Dries fast
	Number	Percent												
U.S. total	1,840	82	78	73	68	66	58	58	57	55	54	53	25	23
Education:														
Grammar school or less	264	88	89	82	81	75	75	69	69	73	67	65	38	35
Some high school	284	86	87	78	74	74	63	63	63	62	58	63	33	34
High school graduate	651	83	78	74	69	68	61	62	61	54	58	51	25	23
Some college or more	631	78	70	66	59	57	46	48	47	46	42	44	16	15
Household income:														
Under $7,000	430	84	86	74	73	67	71	61	53	66	68	60	27	29
$7,000-$9,999	406	85	79	76	75	72	66	63	64	60	59	56	32	31
$10,000-$14,999	556	80	77	73	66	66	55	61	59	52	52	53	26	23
$15,000 and over	434	81	71	70	61	60	43	49	53	42	39	42	16	13
Occupation:														
Professional/ managerial	527	81	73	71	63	64	49	51	54	46	46	44	22	18
Other white collar	179	83	79	75	69	63	53	60	49	47	47	48	26	17
Skilled blue collar	699	85	80	77	73	68	60	64	64	59	58	57	26	26
Unskilled blue collar	204	86	82	74	73	71	69	63	59	63	62	56	29	31
Not employed	213	75	79	62	59	64	65	48	50	58	56	57	23	27
Age:														
18-24	317	76	77	59	59	56	59	48	38	54	52	53	17	21
25-34	427	80	79	74	67	66	60	55	54	51	58	49	20	19
35-44	346	84	75	75	67	66	54	59	64	59	49	53	24	24
45-54	391	85	78	77	71	71	55	60	63	55	52	51	31	25
55-65	325	89	82	78	76	71	63	68	69	56	59	58	34	30
Community size:														
Metro areas--1 million and over	678	79	73	68	63	61	51	55	57	47	47	43	23	19
Other metro	696	84	78	74	70	67	59	59	55	57	57	56	26	26
Nonmetro	466	86	85	78	72	72	68	61	62	63	58	62	26	27

Summary of questions 27 and 28d: Qualities in light-weight woven slacks or casual trousers rated very important (5) to respondent compared by type of light-weight slacks or casual trousers respondent reported preferring. (Questions 27 and 28d were asked only if reported owning light-weight slacks or casual trousers.)

Qualities	U.S. total			
	Prefer regular or plain	Prefer permanent or durable press		
	100% cotton (woven)	100% cotton (woven)	Blend of cotton and synthetic (woven)	Blend of wool and synthetic (woven)
	Percent			
Feels comfortable on skin	85	73	79	77
Keeps its shape	69	76	84	85
Lasts a long time	64	60	60	57
Does not cling	62	68	67	67
Does not discolor or fade	58	61	70	70
Can be worn year round	55	55	55	49
Does not wrinkle easily	53	61	76	79
Does not burst into flames easily	53	54	58	55
Machine washable	53	61	63	46
Does not fray easily	50	57	59	63
Does not have to be ironed	36	50	61	48
Absorbent	28	28	25	25
Dries fast	18	28	26	16
	Number			
Cases	105	119	936	160

Question 28a: "Which of these types of light-weight woven slacks or casual trousers do you own?" (Asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Respondent characteristics	Cases	Average responses per case	Permanent or durable press					Regular or plain					
			Blend of cotton and synthetic	Blend of wool and synthetic	100% cotton	100% synthetic	Other	100% cotton	Blend of cotton and synthetic	100% wool	Blend of wool and synthetic	100% synthetic	100% rayon or acetate
	-- Number --		Percent										
U.S. total	1,636	1.87	72	24	15	4	3	19	15	15	11	5	4
Education:													
Grammar school or less	251	1.64	70	16	12	1	3	24	13	9	10	2	4
Some high school	262	1.88	72	24	17	3	1	18	17	12	13	6	5
High school graduate	572	1.87	76	26	15	3	3	17	16	15	9	3	4
Some college or more	542	1.97	69	25	16	6	4	18	16	18	12	9	4
Household income:													
Under $7,000	393	1.75	70	16	18	3	2	22	17	10	8	5	4
$7,000-$9,999	371	1.74	72	24	14	3	4	16	13	10	11	3	4
$10,000-$14,999	498	1.94	75	30	14	5	3	17	14	17	11	6	4
$15,000 and over	363	2.00	71	23	15	4	3	19	18	21	13	8	5
Occupation:													
Professional/ managerial	456	1.98	73	26	14	5	2	19	16	17	14	9	3
Other white collar	155	1.93	71	27	18	2	4	16	15	16	13	7	4
Skilled blue collar	628	1.86	75	26	15	4	3	18	15	15	9	2	4
Unskilled blue collar	194	1.60	65	17	15	1	2	21	12	8	10	6	3
Not employed	190	1.82	67	16	17	3	4	21	20	14	8	6	6
Age:													
18-24	268	1.66	69	14	18	3	2	24	16	9	5	4	2
25-34	372	1.83	74	24	16	5	2	19	17	9	9	5	3
35-44	307	1.98	75	28	18	4	4	18	14	14	10	6	7
45-54	357	1.97	73	27	14	4	4	15	17	18	14	7	4
55-65	304	1.85	67	25	10	2	4	17	13	23	15	5	4
Community size:													
Metro areas-- 1 million and over	597	1.98	63	25	16	4	2	22	17	22	14	8	5
Other metro	616	1.87	77	24	16	4	4	17	15	11	10	5	4
Nonmetro	423	1.68	76	21	13	3	3	16	13	9	8	3	3

Question 28b: "Which of the (types of woven slacks owned), if any, have been bought for your use in the past 12 months?" (If respondent reported owning one type only he was not asked this question; but if respondent reported any purchases in question 33a, that type was recorded as purchased in the past 12 months.)

Respondent characteristics	Cases	Average responses per case	Permanent or durable press				Regular or plain					None Bought
			Blend of cotton and synthetic	Blend of wool and synthetic	100% cotton	100% synthetic	100% cotton	Blend of cotton and synthetic	100% wool	Blend of wool and synthetic	100% synthetic	
	-- Number --		Percent									
U.S. total	1,636	1.24	58	14	9	3	9	8	5	5	3	10
Education:												
Grammar school or less	251	1.07	52	10	7	*	11	5	1	3	2	16
Some high school	262	1.21	57	13	12	2	7	9	3	3	3	12
High school graduate	572	1.25	65	15	9	3	7	8	5	4	2	9
Some college or more	542	1.36	57	16	10	5	10	10	8	7	6	7
Household income:												
Under $7,000	393	1.15	55	9	12	2	11	9	2	2	2	11
$7,000-$9,999	371	1.18	57	15	10	2	6	6	3	3	3	13
$10,000-$14,999	498	1.33	61	19	9	5	7	9	6	5	3	9
$15,000 and over	363	1.32	61	13	7	3	10	10	8	8	5	7
Occupation:												
Professional/managerial	456	1.33	60	16	8	5	8	9	7	7	5	8
Other white collar	153	1.29	61	18	12	2	6	7	7	7	3	6
Skilled blue collar	628	1.23	61	14	8	3	8	8	5	3	2	11
Unskilled blue collar	194	1.11	50	10	10	1	11	7	2	2	5	13
Not employed	190	1.23	54	10	11	3	13	12	2	4	3	11
Age:												
18-24	268	1.21	61	9	12	3	17	10	2	2	3	2
25-34	372	1.27	63	12	10	4	9	9	4	4	4	8
35-44	307	1.26	59	19	9	3	6	5	5	3	4	13
45-54	357	1.26	56	17	7	3	5	11	5	6	3	13
55-65	304	1.19	53	13	7	1	6	6	9	7	3	14
Community size:												
Metro areas--1 million and over	597	1.32	52	16	10	3	12	10	9	7	5	8
Other metro	616	1.25	66	13	11	3	7	8	2	4	3	8
Nonmetro	423	1.11	57	12	7	3	5	7	2	2	1	15

* Less than 1 percent.

Question 28c: "Which one of the (types of woven slacks owned) do you wear most often?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)

Respondent characteristics	Cases	Permanent or durable press				Regular or plain					None worn most often
		Blend of cotton and synthetic	Blend of wool and synthetic	100% cotton	Other	100% cotton	Blend of cotton and synthetic	Blend of wool and synthetic	100% wool	100% synthetic	
	Number	Percent									
U.S. total	1,636	59	10	7	3	7	6	3	2	2	2
Education:											
Grammar school or less	251	60	8	7	2	11	7	2	1	*	2
Some high school	262	59	8	9	2	8	6	3	1	2	1
High school graduate	572	64	10	7	3	6	6	2	2	*	1
Some college or more	542	55	11	6	5	7	5	4	3	3	2
Household income:											
Under $7,000	393	58	6	9	3	10	8	1	1	*	2
$7,000-$9,999	371	62	12	8	2	6	5	2	1	1	*
$10,000-$14,999	498	59	11	7	4	6	5	3	2	2	1
$15,000 and over	363	58	9	4	4	7	5	5	4	3	3
Occupation:											
Professional/managerial	456	59	11	5	4	6	5	5	3	2	2
Other white collar	153	59	12	7	2	2	6	2	4	2	4
Skilled blue collar	628	63	9	7	3	7	6	2	2	*	1
Unskilled blue collar	194	56	7	11	3	8	6	3	0	3	3
Not employed	190	54	8	7	4	12	8	1	1	2	1
Age:											
18-24	268	58	6	8	4	13	8	*	1	1	2
25-34	372	62	8	7	4	8	6	2	1	2	2
35-44	307	64	12	6	2	5	3	3	2	2	2
45-54	357	59	10	7	3	5	7	3	2	1	2
55-65	304	53	13	6	2	7	6	5	4	2	2
Community size:											
Metro areas--1 million and over	597	49	11	8	3	10	5	5	4	3	2
Other metro	616	66	7	7	3	5	6	2	1	1	1
Nonmetro	423	64	11	6	3	7	6	1	1	*	1

* Less than 1 percent.

Question 28d: "Of all the types of fibers listed on this card, which one, if any, do you prefer in light-weight woven slacks or casual trousers?"
Question 28e: "Of all the types of fibers listed on this card, which, if any, do you dislike in light-weight woven slacks or casual trousers?"
Question 28f: "Which, if any, are hard to find in light-weight woven slacks or casual trousers?" (Questions 28d-f asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Type	U.S. total		
	Prefer	Dislike	Hard to find
	--------- Percent ----------		
Permanent or durable press:			
Blend of cotton and synthetic	57	1	*
Blend of wool and synthetic	10	4	1
100% cotton	7	2	1
100% wool	*	3	1
Other	4	2	1
Regular or plain:			
100% cotton	7	4	3
Blend of cotton and synthetic	6	2	*
Blend of wool and synthetic	3	3	1
100% wool	2	26	4
100% synthetic	2	8	2
100% rayon or acetate	1	9	2
None	3	47	82
Don't know	0	1	3
	--------- Number ----------		
Cases	1,636	1,636	1,636

* Less than 1 percent.

Question 28a: "Which of these types of light-weight knit slacks or casual trousers do you own?" (Asked only if reported wearing light-weight knit slacks or casual trousers most often.)
Question 28b: "Which of the (types owned), if any, have been bought for your use in the past 12 months?" (If respondent reported owning one type only, he was not asked this question; but if respondent reported any purchases in question 33a, that type was recorded as purchased in the past 12 months.)
Question 28c: "Which one of the (types owned) do you wear most often?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)
Question 28d: "Of all the types of fibers listed on this card, which one, if any, do you prefer in light-weight knit slacks or casual trousers?" (Asked only if reported wearing light-weight knit slacks or casual trousers most often.)
Question 28e: "Of all the types of fibers listed on this card, which, if any, do you dislike in light-weight knit slacks or casual trousers?" (Asked only if reported wearing light-weight knit slacks or casual trousers most often.)
Question 28f: "Which, if any, are hard to find in light-weight knit slacks or casual trousers?" (Asked only if reported wearing light-weight knit slacks or casual trousers most often.)

Types	U.S. total					
	Own	Bought in past 12 months	Type worn most often	Prefer	Dislike	Hard to find
	Percent					
Permanent or durable press:						
Blend of cotton and synthetic	59	44	38	37	2	1
Blend of wool and synthetic	29	20	13	12	5	0
100% synthetic	15	14	13	14	2	1
100% cotton	12	9	6	6	3	0
100% wool	0	0	0	0	6	3
Regular or plain:						
100% synthetic	17	12	10	11	6	2
Blend of cotton and synthetic	16	9	6	6	1	1
100% cotton	16	7	4	4	10	1
100% wool	13	5	1	1	21	5
Blend of wool and synthetic	11	6	3	3	4	0
100% rayon or acetate	7	3	*	*	10	3
None	0	2	6	5	42	78
Don't know	1	4	0	0	1	3
	Number					
Cases	188	188	188	188	188	188
Average responses per case	1.96	1.35	1.00	.99	1.13	.98

* Less than 1 percent.

Question 29a: "What do you like about (type preferred) slacks or casual trousers?" (Asked only if reported a preference.)

Likes	U.S. total			
	Prefer regular or plain	Prefer permanent or durable press		
	100% cotton (woven)	100% cotton (woven)	Blend of cotton and synthetic (woven)	Blend of wool and synthetic (woven)
	Percent			
Comfort	66	47	42	38
General comfort	24	10	15	11
Doesn't itch, irritate or scratch; smooth	14	10	6	7
Doesn't cling or stick	12	2	5	3
Cool or cooler	9	12	10	4
Doesn't bind or ride up	8	2	2	1
Light or lightweight	7	6	7	6
Comfortable because of fit	5	4	4	5
Other comfort mentions	5	6	2	5
Durability; longer lasting; wears well	32	17	13	19
Appearance	28	20	21	25
Good styling	13	9	11	9
Good fit	8	7	7	9
Looks good; nice appearance	7	5	3	5
Variety of colors or patterns	3	3	4	3
Other appearance mentions	0	0	1	1
Laundering	21	47	43	30
Washable	13	9	5	2
No ironing or less ironing; permanent press	3	25	24	15
Doesn't have to be sent to laundry or dry cleaner	3	6	9	6
Doesn't shrink	3	3	2	3
Easy to dry	0	3	3	2
Other laundry mentions	3	9	4	4
Daily wearing performance	17	55	67	73
Shape retention	9	20	27	24
Stain resistance	4	9	4	2
Wrinkle resistance	3	35	51	58
General daily wearing performance	1	6	2	2
Less costly; economical	8	6	5	2
Can wear year round; comfortable all year	5	2	2	4
Easy to care for	3	4	4	2
Colors don't fade; doesn't discolor	1	3	3	2
All other mentions	2	2	2	3
	Number			
Cases	105	119	936	160
Average responses per case	2.08	2.35	2.37	2.19

Question 30: "Why do you dislike 100% cotton, regular or plain, light-weight woven slacks or casual trousers"? (Asked only if reported disliking 100% cotton, regular or plain, light-weight woven slacks or casual trousers.)

Reasons	U.S. total
	Percent
Daily wearing performance	71
Wrinkles	56
Doesn't retain shape	35
Stains, stains easily	5
Comfort	10
Irritates, itches, scratchy, stiff	3
Heavy	3
Other comfort mentions	5
Laundering	35
Needs ironing, takes too long to iron	24
Needs starching	5
Has to be sent to laundry	4
Other laundry mentions	9
Doesn't last long; wears out easily; tears easily	6
Colors fade	3
All other mentions	9
Don't know or no answer	17
	Number
Cases	75
Average responses per case	1.67

Question 31a: "Which, if any, of the items on this list do you think should be on the tags, wrappers, or sewn-in labels of light-weight woven slacks or casual trousers. (Asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Respondent characteristics	Cases	Average responses per case	Laundry or cleaning instructions	Permanent or durable press finish	Fiber content	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Stain resistance	Don't know
	-- Number --		---------- Percent ----------							
U.S. total	1,636	4.06	79	78	64	57	47	47	32	2
Education:										
Grammar school or less	251	4.01	78	71	58	58	50	47	35	4
Some high school	262	3.88	78	72	55	51	51	48	31	2
High school graduate	572	4.05	80	80	63	58	45	47	31	1
Some college or more	542	4.20	80	81	72	58	47	47	33	2
Household income:										
Under $7,000	393	3.89	77	74	56	56	46	46	31	3
$7,000-$9,999	371	4.30	81	84	66	60	54	49	35	1
$10,000-$14,999	498	4.13	80	79	66	58	48	47	33	2
$15,000 and over	363	3.91	77	75	68	53	41	47	28	2
Occupation:										
Professional/managerial	456	4.12	78	76	70	59	48	46	33	2
Other white collar	153	4.15	81	81	67	56	50	48	31	1
Skilled blue collar	628	4.04	79	78	61	56	47	48	33	2
Unskilled blue collar	194	4.08	80	78	58	58	49	47	36	2
Not employed	190	4.02	82	78	64	57	46	47	27	1
Age:										
18-24	268	3.96	79	80	66	56	44	40	29	2
25-34	372	4.29	82	82	65	63	49	50	37	1
35-44	307	4.17	80	81	66	58	49	49	31	3
45-54	357	3.98	79	74	62	53	47	49	32	2
55-65	304	3.93	75	71	62	55	49	47	32	2
Community size:										
Metro areas--1 million and over	597	3.84	77	74	62	53	42	45	28	3
Other metro	616	4.17	81	81	63	56	50	48	36	2
Nonmetro	423	4.25	80	79	68	64	51	48	33	2

Question 31b: "Which, if any, of the items on this list do you or the person buying your light-weight woven slacks or casual trousers usually look for at the time of purchase?" (Asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Respondent characteristics	Cases	Average responses per case	Permanent or durable press finish	Laundry or cleaning instructions	Fiber content	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Stain resistance	None	Don't know
	-- Number --		---------- Percent ----------								
U.S. total	1,636	2.61	69	53	44	31	23	22	10	5	4
Education:											
Grammar school or less	251	2.56	65	56	37	33	26	16	11	5	7
Some high school	262	2.68	65	60	38	32	28	24	13	3	5
High school graduate	572	2.67	72	54	46	31	22	23	11	4	4
Some college or more	542	2.54	69	47	49	29	21	23	8	6	2
Household income:											
Under $7,000	393	2.68	68	57	37	35	27	23	13	4	4
$7,000-$9,999	371	2.76	73	57	46	31	26	23	10	6	4
$10,000-$14,999	498	2.68	70	55	48	31	23	22	11	4	4
$15,000 and over	363	2.33	64	43	45	27	17	21	6	6	4
Occupation:											
Professional/managerial	456	2.50	65	48	51	27	20	19	10	6	4
Other white collar	153	2.64	68	55	47	32	23	22	7	9	1
Skilled blue collar	628	2.67	70	56	42	31	24	24	12	3	5
Unskilled blue collar	194	2.56	69	54	39	32	23	18	11	5	5
Not employed	190	2.70	71	53	41	36	27	27	10	3	2
Age:											
18-24	268	2.51	71	49	42	33	19	21	9	4	3
25-34	372	2.70	72	56	44	33	24	21	12	4	4
35-44	307	2.57	72	51	46	29	20	20	9	5	5
45-54	357	2.63	66	54	46	28	25	24	11	5	4
55-65	304	2.67	63	53	43	33	28	26	11	6	4
Community size:											
Metro areas--1 million and over	597	2.44	60	48	42	30	20	22	10	6	6
Other metro	616	2.72	73	56	47	30	24	23	11	5	3
Nonmetro	423	2.71	74	55	44	33	26	22	9	4	4

Question 31c: "Which, if any, of the items on this list are not usually shown on the tags, wrappers, or sewn-in labels of light-weight woven slacks or casual trousers?" (Asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Respondent characteristics	Cases	Average responses per case	Stain resistance	Amount of shrinkage	Color fastness (does not fade when washed)	Wrinkle resistance	Laundry or cleaning instructions	Fiber content	Permanent or durable press finish	None	Don't know
	-- Number --		---------- Percent ----------								
U.S. total	1,636	1.98	50	40	35	32	11	5	2	5	18
Education:											
Grammar school or less	251	1.78	43	34	23	24	10	5	2	5	32
Some high school	262	1.93	47	44	32	32	10	2	2	3	21
High school graduate	572	1.94	50	38	32	33	12	5	2	6	16
Some college or more	542	2.17	55	42	45	35	12	6	3	5	14
Household income:											
Under $7,000	393	1.87	48	36	29	28	12	5	3	4	22
$7,000-$9,999	371	2.02	51	42	31	36	11	5	2	5	19
$10,000-$14,999	498	2.02	52	42	37	33	10	4	2	5	17
$15,000 and over	363	2.05	50	40	42	32	13	5	2	5	16
Occupation:											
Professional/managerial	456	2.02	53	37	38	35	11	5	3	4	16
Other white collar	153	2.14	57	40	37	34	13	7	4	10	12
Skilled blue collar	628	1.92	46	41	31	31	12	4	1	4	22
Unskilled blue collar	194	1.90	47	38	28	32	11	3	4	5	22
Not employed	190	2.05	54	43	43	31	10	5	1	2	16
Age:											
18-24	268	2.02	51	43	40	32	13	4	3	2	14
25-34	372	2.09	53	45	39	37	12	4	2	4	13
35-44	307	1.93	51	39	32	35	9	3	1	5	18
45-54	357	1.92	47	35	33	28	11	6	2	6	24
55-65	304	1.96	50	37	30	30	12	7	3	4	23
Community size:											
Metro areas--1 million and over	597	1.91	46	35	33	31	10	4	2	7	23
Other metro	616	2.06	51	42	37	33	14	7	3	3	16
Nonmetro	423	2.00	55	42	34	34	10	4	2	4	15

Question 31a: "Which, if any, of the items on this list do you think should be on the tags, wrappers or sewn-in labels of light-weight knit slacks or casual trousers?"

Question 31b: "Which, if any, of the items on this list do you or the person buying your light-weight knit slacks or casual trousers usually look for at the time of purchase?"

Question 31c: "Which, if any, of these are not usually shown?" (Questions 31a-c asked only if reported wearing knit light-weight slacks or casual trousers most often.)

Items	U.S. total		
	Should be shown	Looked for	Not usually shown
	-------- Percent --------		
Laundry or cleaning instructions	78	55	14
Permanent or durable press finish	75	66	4
Fiber content	67	50	4
Wrinkle resistance	51	29	39
Amount of shrinkage	50	30	49
Color fastness (does not fade when washed)	43	24	37
Stain resistance	31	13	57
None	0	5	5
Don't know	2	3	10
No answer	*	2	2
	-------- Number --------		
Cases	188	188	188
Average responses per case	3.97	2.75	2.19

* Less than 1 percent.

Question 32: "Which of the statements on this card describe how your (type reported as worn most often) slacks or casual trousers are cared for?" (If respondent reported owning one type only, that type was recorded as the type worn most often.)

How cared for	U.S. total			
	100 percent cotton worn most often		Permanent or durable press worn most often	
	Regular or plain	Permanent or durable press	Blend of cotton and synthetic	Blend of wool and synthetic
	Percent			
Washed by machine at home or in a coin-op machine	80	76	81	56
Washed by hand at home	6	8	3	2
Sent out to a commercial laundry	6	9	5	9
Dried at home in a dryer or in a coin-op dryer	51	48	56	35
Dried at home on a clothes line or hanger	33	33	31	23
Usually starched	5	2	*	1
Not ironed at all	28	31	25	19
Completely ironed at home	27	15	11	9
Just touched up at home	18	27	41	26
Sent out to be dry cleaned	18	11	18	40
Dry cleaned in a coin-op machine	0	1	2	2
Dry cleaned at home (do not include spot cleaning)	0	0	*	0
	Number			
Cases	115	115	973	158
Average responses per case	2.72	2.61	2.73	2.22

* Less than 1 percent.

Question 33a: "About how many light-weight (woven/knit) slacks or casual trousers, if any, were bought for your use in the past 12 months?" (Asked only if reported wearing light-weight woven/knit slacks or casual trousers most often.)

Number	U.S. total	
	Woven	Knit
	---- Percent ----	
1-2	21	20
3-4	31	25
5-6	20	22
7-8	6	11
9-10	4	7
11-12	3	4
13 and over	2	7
None bought in past 12 months	10	2
Don't know or no answer	3	2
	---- Number ----	
Cases	1,636	188

Question 33b: "Who usually buys your light-weight woven slacks or casual trousers?" (Asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Respondent characteristics	Cases	Self	Wife	Mother	Other
	Number	Percent			
U.S. total	1,636	67	33	2	1
Education:					
Grammar school or less	251	53	47	*	3
Some high school	262	55	44	1	2
High school graduate	572	64	34	2	1
Some college or more	542	80	19	2	*
Household income:					
Under $7,000	393	64	34	1	2
$7,000-$9,999	371	62	37	2	2
$10,000-$14,999	498	65	35	1	2
$15,000 and over	363	75	25	3	0
Occupation:					
Professional/managerial	456	68	32	*	1
Other white collar	153	75	27	1	1
Skilled blue collar	628	60	40	2	1
Unskilled blue collar	194	66	32	4	1
Not employed	190	77	18	3	3
Age:					
18-24	268	83	10	7	*
25-34	372	68	33	1	1
35-44	307	60	42	*	*
45-54	357	63	38	1	3
55-65	304	60	38	0	3
Community size:					
Metro areas--1 million and over	597	73	27	2	1
Other metro	616	67	33	1	1
Nonmetro	423	56	40	2	2

* Less than 1 percent.

Question 33c: "In what type of store are most of your light-weight woven slacks or casual trousers bought?" (Asked only if reported wearing light-weight woven slacks or casual trousers most often.)

Respondent characteristics	Cases	Department store	Men's store	Discount store	Other
	Number	Percent			
U.S. total	1,636	58	33	7	3
Education:					
Grammar school or less	251	64	21	12	2
Some high school	262	57	33	9	2
High school graduate	572	60	31	7	3
Some college or more	542	54	41	4	4
Household income:					
Under $7,000	393	58	29	10	2
$7,000-$9,999	371	59	28	10	3
$10,000-$14,999	498	60	35	4	3
$15,000 and over	363	55	40	4	5
Occupation:					
Professional/managerial	456	60	35	3	4
Other white collar	153	57	41	4	3
Skilled blue collar	628	61	28	8	3
Unskilled blue collar	194	51	33	13	2
Not employed	190	47	42	8	3
Age:					
18-24	268	50	43	7	2
25-34	372	52	36	11	3
35-44	307	66	24	10	3
45-54	357	63	29	4	4
55-65	304	57	36	3	3
Community size:					
Metro areas--1 million and over	597	53	38	7	3
Other metro	616	59	33	6	3
Nonmetro	423	64	27	8	2

Question 34a: "Here is a list of features men may look for in undershorts. Which one, if any, is most important to you?"

Question 34b: "Which would be next most important?"

Question 34c: "Then which one?"

Question 34d: "Which one, if any, would be least important to you?"

Features	U.S. total			
	Most important	Next most important	Third most important	Least important
	Percent			
Style	36	29	14	3
Fiber (cotton, wool, synthetics, blends)	25	10	14	2
Brand name	11	6	11	29
Way cloth is made (woven or knit)	9	5	13	5
Color (solid colors as well as stripes, patterns, etc.)	6	24	13	20
Price	5	11	19	14
Permanent or durable press finish	2	10	4	19
No choice	6	6	10	7
	Number			
Cases	2,001	2,001	2,001	2,001

Summary of questions 34a and 35b: Most important feature to respondent in undershorts compared by type of undershort respondent reported preferring.

Features	U.S. total		
	Prefer regular or plain		Prefer permanent or durable press
	100% cotton (woven)	100% cotton (knit)	Blend of cotton and synthetic (woven)
	Percent		
Style	34	37	46
Fiber (cotton, wool, synthetics, blends)	30	24	17
Brand name	11	11	8
Way cloth is made (woven or knit)	7	13	3
Price	6	4	8
Color (solid colors as well as stripes, patterns, etc.)	6	5	7
Permanent or durable press finish	2	2	7
None listed	4	5	4
	Number		
Cases	797	638	110

Question 35a: "Which of these types (of undershorts), if any, have been bought for your use in the past 12 months?"
Question 35b: "Of all the types of fibers listed on this card, which one, if any, do you prefer in undershorts?"
Question 35c: "Of all the types of fibers listed on this card, which, if any, do you dislike in undershorts?"
Question 35d: "Which, if any, are hard to find in undershorts?"

Type of undershorts	U.S. total			
	Bought in past 12 months	Prefer	Dislike	Hard to find
	Percent			
Woven--regular or plain:				
100% cotton	40	39	6	*
Blend of cotton and synthetic	5	4	3	*
100% synthetic	2	2	14	1
100% wool	*	0	14	7
Woven--permanent or durable press:				
Blend of cotton and synthetic	6	6	3	*
100% cotton	5	5	2	*
Knit--regular or plain:				
100% cotton	35	32	6	*
Blend of cotton and synthetic	5	3	2	*
100% synthetic	1	1	10	1
100% wool	0	0	4	2
Knit--permanent or durable press:				
100% cotton	3	2	2	*
Blend of cotton and synthetic	2	2	2	*
None	4	4	45	80
Don't know or no answer	1	*	3	4
	Number			
Cases	2,001	2,001	2,001	2,001

* Less than 1 percent.

Question 36a: "What do you like about (type preferred) undershorts?" (Asked only if reported a preference.)

Likes	U.S. total		
	Prefer regular or plain		Prefer permanent or durable press
	100% cotton (woven)	100% cotton (knit)	Blend of cotton and synthetic (woven)
	Percent		
Comfort	86	90	81
Doesn't bind or ride up	21	26	25
General comfort	20	18	17
Comfortable because of fit	18	31	21
Doesn't itch, irritate or scratch; smooth	16	13	11
Cool or cooler	12	8	10
Doesn't cling or stick	12	5	15
Absorbent	9	9	2
Light or lightweight	3	1	3
Provides support	1	6	0
Other comfort mentions	2	3	2
Durability; longer lasting; wears well	19	17	17
Laundering	16	14	31
Washable	7	4	5
Easy to launder	3	3	3
Doesn't shrink	3	3	2
No ironing or less ironing; permanent press	2	2	16
Easy to dry	1	1	5
Other laundry mentions	3	3	3
Daily wearing performance	6	10	17
Shape retention	5	9	12
Wrinkle resistance	*	*	9
Other daily wearing performance mentions	*	1	2
Less costly; economical	4	3	2
Appearance	3	8	7
Good fit	1	5	0
Good styling	1	3	3
Other appearance mentions	1	1	5
Easy to care for	2	2	2
All other mentions	4	4	6
Don't know or nothing in particular	7	4	4
	Number		
Cases	797	638	110
Average responses per case	1.77	1.85	2.02

* Less than 1 percent.

Question 37b: "Who usually buys your undershorts?"

Respondent characteristics	Cases	Self	Wife	Mother	Other
	Number	Percent			
U.S. total	2,001	51	43	5	2
Education:					
Grammar school or less	322	45	52	1	4
Some high school	317	45	50	4	1
High school graduate	692	50	44	6	1
Some college or more	659	57	35	8	1
Household income:					
Under $7,000	501	57	37	4	3
$7,000-$9,999	442	49	48	3	1
$10,000-$14,999	581	47	48	4	1
$15,000 and over	458	50	41	10	1
Occupation:					
Professional/managerial	564	50	48	2	2
Other white collar	189	59	38	6	0
Skilled blue collar	748	48	48	4	1
Unskilled blue collar	235	47	45	8	2
Not employed	246	57	25	15	4
Age:					
18-24	345	63	15	21	2
25-34	445	52	46	2	2
35-44	373	42	58	*	1
45-54	434	45	52	3	2
55-65	369	51	47	1	3
Community size:					
Metro areas--1 million and over	722	51	41	7	2
Other metro	740	52	43	5	*
Nonmetro	539	48	46	4	3

* Less than 1 percent.

Question 37c: "In what type of store are most of your undershorts bought?

Respondent characteristics	Cases	Department store	Men's store	Discount store	Other
	Number	Percent			
U.S. total	2,001	71	17	9	3
Education:					
Grammar school or less	322	68	12	15	4
Some high school	317	68	18	11	3
High school graduate	692	73	16	8	3
Some college or more	659	71	19	6	3
Household income:					
Under $7,000	501	66	15	13	6
$7,000-$9,999	442	70	15	12	3
$10,000-$14,999	581	74	16	6	3
$15,000 and over	458	73	20	5	2
Occupation:					
Professional/managerial	564	75	15	6	4
Other white collar	189	71	23	5	1
Skilled blue collar	748	71	16	10	4
Unskilled blue collar	235	65	17	15	3
Not employed	246	68	19	11	3
Age:					
18-24	345	66	21	8	4
25-34	445	66	17	15	3
35-44	373	74	12	10	3
45-54	434	74	16	6	4
55-65	369	73	19	5	3
Community size:					
Metro areas--1 million and over	722	68	21	9	2
Other metro	740	71	15	10	4
Nonmetro	539	75	13	8	4

Question 38a: "Do you or do you not own any light-weight outerwear shorts?"

Respondent characteristics	Cases	Own	Do not own
	Number	Percent	
U.S. total	2,001	49	51
Education:			
Grammar school or less	322	24	76
Some high school	317	39	61
High school graduate	692	49	51
Some college or more	659	65	35
Household income:			
Under $7,000	501	34	66
$7,000-$9,999	442	47	54
$10,000-$14,999	581	52	48
$15,000 and over	458	63	37
Occupation:			
Professional/managerial	564	59	41
Other white collar	189	60	40
Skilled blue collar	748	47	53
Unskilled blue collar	235	38	62
Not employed	246	36	64
Age:			
18-24	345	44	56
25-34	445	57	42
35-44	373	58	42
45-54	434	43	57
55-65	369	41	59
Community size:			
Metro areas--1 million and over	722	52	47
Other metro	740	53	47
Nonmetro	539	38	62

Question 38b: "Who usually buys your light-weight outerwear shorts?" (Asked only if reported owning light-weight outerwear shorts.)

Respondent characteristics	Cases	Self	Wife	Mother	Other
	Number	Percent			
U.S. total	998	55	41	2	2
Education:					
Grammar school or less	82	40	58	0	2
Some high school	127	48	45	1	5
High school graduate	345	50	49	1	2
Some college or more	439	63	32	4	2
Household income:					
Under $7,000	166	66	32	2	3
$7,000-$9,999	210	51	46	2	1
$10,000-$14,999	314	49	49	2	2
$15,000 and over	298	56	38	3	3
Occupation:					
Professional/managerial	339	56	40	1	3
Other white collar	118	58	38	3	0
Skilled blue collar	351	49	50	0	3
Unskilled blue collar	90	59	34	7	1
Not employed	92	65	23	10	2
Age:					
18-24	158	74	15	10	2
25-34	258	57	41	1	2
35-44	216	46	54	0	2
45-54	191	45	50	3	2
55-65	154	52	45	0	4
Community size:					
Metro areas--1 million and over	387	61	35	2	2
Other metro	401	50	46	3	3
Nonmetro	210	53	45	2	2

Question 38d: "In what type of store are most of your light-weight outerwear shorts bought?" (Asked only if reported owning light-weight outerwear shorts.)

Respondent characteristics	Cases	Department store	Men's store	Discount store	Other	Don't know or no answer
	Number	Percent				
U.S. total	998	61	21	10	2	7
Education:						
Grammar school or less	82	50	18	21	4	7
Some high school	127	57	19	13	1	9
High school graduate	345	67	17	10	1	6
Some college or more	439	60	24	7	2	6
Household income:						
Under $7,000	166	51	23	18	1	6
$7,000-$9,999	210	62	19	10	2	8
$10,000-$14,999	314	65	17	9	2	7
$15,000 and over	298	63	23	7	3	6
Occupation:						
Professional/managerial	339	61	21	8	2	8
Other white collar	118	59	27	7	2	6
Skilled blue collar	351	63	19	13	1	5
Unskilled blue collar	90	61	21	8	3	7
Not employed	92	59	19	14	3	7
Age:						
18-24	158	58	25	9	2	7
25-34	258	60	18	14	2	7
35-44	216	60	16	12	4	9
45-54	191	69	19	8	2	3
55-65	154	56	29	8	1	6
Community size:						
Metro areas--1 million and over	387	58	24	9	2	8
Other metro	401	67	17	10	2	5
Nonmetro	210	58	21	13	2	7

Question 38b: "Who usually buys your pajamas?" (Asked only if reported owning pajamas.)

Respondent characteristics	Cases	Wife	Self	Gifts	Mother	Other
	Number	Percent				
U.S. total	1,182	53	32	8	6	2
Education:						
Grammar school or less	187	64	26	8	1	3
Some high school	183	59	28	6	4	4
High school graduate	391	55	30	7	7	1
Some college or more	417	43	37	8	9	2
Household income:						
Under $7,000	265	40	41	10	6	3
$7,000-$9,999	236	62	27	5	4	2
$10,000-$14,999	360	60	27	7	7	1
$15,000 and over	310	50	32	8	8	2
Occupation:						
Professional/managerial	375	56	29	10	4	2
Other white collar	121	47	37	8	8	0
Skilled blue collar	416	60	29	6	4	1
Unskilled blue collar	122	48	34	7	8	3
Not employed	139	35	38	8	15	4
Age:						
18-24	124	13	40	10	32	5
25-34	210	50	35	6	7	1
35-44	243	65	27	6	1	*
45-54	306	57	29	8	4	1
55-65	278	61	30	7	1	3
Community size:						
Metro areas--1 million and over	452	49	35	8	6	1
Other metro	434	55	30	7	8	2
Nonmetro	296	56	29	7	5	3

* Less than 1 percent.

Question 38b: "Who usually buys your socks?" (Asked only if reported owning socks.)

Respondent characteristics	Cases	Self	Wife	Mother	Other
	Number	Percent			
U.S. total	1,997	53	42	5	2
Education:					
Grammar school or less	321	41	54	1	4
Some high school	316	49	49	3	2
High school graduate	690	50	45	5	1
Some college or more	659	61	31	8	1
Household income:					
Under $7,000	498	58	36	3	3
$7,000-$9,999	441	46	51	3	2
$10,000-$14,999	581	50	47	4	1
$15,000 and over	458	55	37	10	1
Occupation:					
Professional/managerial	564	53	45	2	2
Other white collar	189	61	36	5	*
Skilled blue collar	745	47	50	4	1
Unskilled blue collar	235	53	40	7	2
Not employed	245	58	24	14	4
Age:					
18-24	344	65	15	19	2
25-34	444	53	44	3	1
35-44	372	47	54	0	1
45-54	434	49	49	3	3
55-65	368	49	49	0	3
Community size:					
Metro areas--1 million and over	721	55	39	7	1
Other metro	737	54	42	5	1
Nonmetro	539	47	47	3	4

* Less than 1 percent.

Question 38c: "About how many socks, if any, were bought for your use in the past 12 months?" (Asked only if reported owning socks.)

Respondent characteristics	Cases	1-4	5-6	7-10	11-12	13 and over	None
	Number	Percent					
U.S. total	1,997	9	20	12	29	23	5
Education:							
Grammar school or less	321	11	17	13	32	21	5
Some high school	316	6	20	14	30	24	6
High school graduate	690	9	19	12	28	29	3
Some college or more	659	10	23	12	29	19	7
Household income:							
Under $7,000	498	13	18	16	24	23	7
$7,000-$9,999	441	8	21	11	32	22	6
$10,000-$14,999	581	7	21	12	29	26	4
$15,000 and over	458	10	20	11	34	22	2
Occupation:							
Professional/managerial	564	9	22	10	32	20	6
Other white collar	189	6	27	15	24	22	5
Skilled blue collar	745	7	16	13	31	30	3
Unskilled blue collar	235	14	18	14	27	22	5
Not employed	245	13	25	14	24	15	9
Age:							
18-24	344	12	17	19	20	28	4
25-34	444	8	19	12	29	26	5
35-44	372	9	19	10	30	27	4
45-54	434	8	19	13	34	22	5
55-65	368	9	27	8	33	13	8
Community size:							
Metro areas--1 million and over	721	10	19	10	32	24	5
Other metro	737	10	21	13	27	23	6
Nonmetro	539	8	20	15	30	23	4

Question 38d: "In what type of store are most of your socks bought?" (Asked only if reported owning socks.)

Respondent characteristics	Cases	Department store	Men's store	Discount store	Other	Don't know or no answer
	Number	Percent				
U.S. total	1,997	68	17	10	3	3
Education:						
Grammar school or less	321	64	12	17	3	3
Some high school	316	69	15	12	2	4
High school graduate	690	68	16	9	4	3
Some college or more	659	68	21	6	4	3
Household income:						
Under $7,000	498	65	15	13	4	3
$7,000-$9,999	441	66	15	14	3	4
$10,000-$14,999	581	70	17	8	4	3
$15,000 and over	458	70	21	5	4	2
Occupation:						
Professional/managerial	564	71	18	7	4	2
Other white collar	189	70	23	3	2	3
Skilled blue collar	745	67	16	12	3	3
Unskilled blue collar	235	62	12	17	5	4
Not employed	245	65	20	10	3	4
Age:						
18-24	344	66	22	9	3	2
25-34	444	60	18	16	3	3
35-44	372	69	13	11	6	2
45-54	434	72	15	8	2	4
55-65	368	73	17	6	3	3
Community size:						
Metro areas--1 million and over	721	66	21	9	2	3
Other metro	737	68	16	11	3	3
Nonmetro	539	70	13	9	5	3

Question 38b: "Who usually buys your undershirts?" (Asked only if reported owning undershirts.)

Respondent characteristics	Cases	Self	Wife	Mother
	Number	Percent		
U.S. total	1,851	49	46	5
Education:				
Grammar school or less	298	40	56	1
Some high school	297	43	53	4
High school graduate	648	47	47	5
Some college or more	598	57	37	7
Household income:				
Under $7,000	459	56	37	3
$7,000-$9,999	418	43	55	4
$10,000-$14,999	539	45	51	3
$15,000 and over	419	50	43	10
Occupation:				
Professional/managerial	525	49	50	1
Other white collar	174	53	41	6
Skilled blue collar	694	45	52	4
Unskilled blue collar	223	47	45	8
Not employed	217	57	26	13
Age:				
18-24	300	64	18	19
25-34	418	51	46	3
35-44	345	42	58	*
45-54	403	42	54	3
55-65	352	45	53	0
Community size:				
Metro areas--1 million and over	653	50	44	7
Other metro	681	49	47	5
Nonmetro	517	47	47	3

* Less than 1 percent.

Question 38c: "About how many undershirts, if any, were bought for your use in the past 12 months?" (Asked only if reported owning undershirts.)

Respondent characteristics	Cases	1-4	5-6	7-10	11-12	13 and over	None
	Number	Percent					
U.S. total	1,851	14	31	12	22	10	10
Education:							
Grammar school or less	298	20	26	13	21	7	11
Some high school	297	14	30	11	21	13	11
High school graduate	648	12	31	12	25	11	8
Some college or more	598	13	34	11	21	10	11
Household income:							
Under $7,000	459	19	27	16	18	10	11
$7,000-$9,999	418	15	31	10	23	10	11
$10,000-$14,999	539	9	33	12	26	11	9
$15,000 and over	419	13	34	10	23	11	9
Occupation:							
Professional/managerial	525	14	36	8	24	6	11
Other white collar	174	17	35	8	22	10	8
Skilled blue collar	694	11	29	12	26	13	8
Unskilled blue collar	223	17	28	11	18	14	11
Not employed	217	14	27	21	15	7	15
Age:							
18-24	300	15	23	19	18	18	7
25-34	418	11	29	10	24	13	12
35-44	345	10	36	8	26	12	8
45-54	403	15	33	10	25	7	10
55-65	352	18	34	12	19	3	13
Community size:							
Metro areas--1 million and over	653	12	29	11	26	12	9
Other metro	681	13	33	11	23	11	10
Nonmetro	517	16	32	15	17	8	12

Question 38a: "Do you or do you not own any light-weight tailored sport coats?"

Respondent characteristics	Cases	Own	Do not own
	Number	----- Percent -----	
U.S. total	2,001	65	35
Education:			
Grammar school or less	322	44	56
Some high school	317	51	49
High school graduate	692	66	34
Some college or more	659	79	21
Household income:			
Under $7,000	501	51	49
$7,000-$9,999	442	60	40
$10,000-$14,999	581	68	31
$15,000 and over	458	78	22
Occupation:			
Professional/managerial	564	72	28
Other white collar	189	74	26
Skilled blue collar	748	62	38
Unskilled blue collar	235	48	51
Not employed	246	64	36
Age:			
18-24	345	70	30
25-34	445	68	32
35-44	373	65	35
45-54	434	62	38
55-65	369	59	42
Community size:			
Metro areas--1 million and over	722	68	31
Other metro	740	67	33
Nonmetro	539	56	44

Question 38b: "Who usually buys your light-weight tailored sport coats?" (Asked only if reported owning light-weight tailored sport coats.)

Respondent characteristics	Cases	Self	Wife	Other
	Number	Percent		
U.S. total	1,303	79	19	4
Education:				
Grammar school or less	145	63	34	5
Some high school	166	70	28	6
High school graduate	464	77	22	4
Some college or more	520	88	11	3
Household income:				
Under $7,000	258	78	17	6
$7,000-$9,999	270	73	27	4
$10,000-$14,999	399	78	21	3
$15,000 and over	363	86	15	3
Occupation:				
Professional/managerial	413	82	19	2
Other white collar	142	85	15	2
Skilled blue collar	472	77	23	2
Unskilled blue collar	112	74	18	10
Not employed	153	77	14	10
Age:				
18-24	243	86	6	11
25-34	303	85	14	2
35-44	243	74	27	1
45-54	273	77	26	1
55-65	217	71	26	5
Community size:				
Metro areas--1 million and over	495	85	14	3
Other metro	500	77	22	4
Nonmetro	308	73	24	5

Question 38d: "In what type of store are most of your light-weight tailored sport coats bought?" (Asked only if reported owning light-weight tailored sport coats.)

Respondent characteristics	Cases	Men's store	Department store	Other	Don't know or no answer
	Number	Percent			
U.S. total	1,303	48	40	6	7
Education:					
Grammar school or less	145	30	50	12	9
Some high school	166	43	48	6	5
High school graduate	464	46	40	5	10
Some college or more	520	57	35	4	5
Household income:					
Under $7,000	258	43	37	9	12
$7,000-$9,999	270	43	44	6	8
$10,000-$14,999	399	46	44	5	5
$15,000 and over	363	58	34	4	5
Occupation:					
Professional/managerial	413	52	39	3	6
Other white collar	142	49	39	3	9
Skilled blue collar	472	43	44	6	7
Unskilled blue collar	112	44	42	7	9
Not employed	153	57	31	7	8
Age:					
18-24	243	58	34	4	7
25-34	303	51	37	5	8
35-44	243	40	47	7	6
45-54	273	47	41	6	6
55-65	217	44	43	7	7
Community size:					
Metro areas--1 million and over	495	53	35	6	7
Other metro	500	47	44	5	7
Nonmetro	308	44	42	5	9

Question 38a: "Do you or do you not own any light-weight outer jackets?"

Respondent characteristics	Cases	Own	Do not own
	Number	Percent	
U.S. total	2,001	83	17
Education:			
Grammar school or less	322	70	30
Some high school	317	80	20
High school graduate	692	86	14
Some college or more	659	86	14
Household income:			
Under $7,000	501	75	25
$7,000-$9,999	442	83	17
$10,000-$14,999	581	87	13
$15,000 and over	458	86	14
Occupation:			
Professional/managerial	564	83	17
Other white collar	189	87	13
Skilled blue collar	748	85	15
Unskilled blue collar	235	80	20
Not employed	246	77	22
Age:			
18-24	345	84	16
25-34	445	86	14
35-44	373	83	17
45-54	434	82	18
55-65	369	77	22
Community size:			
Metro areas--1 million and over	722	85	15
Other metro	740	84	16
Nonmetro	539	78	22

Question 38b: "Who usually buys your light-weight outer jackets?" (Asked only if reported owning light-weight outer jackets.)

Respondent characteristics	Cases	Self	Wife	Other
	Number	----	Percent	----
U.S. total	1,659	73	23	5
Education:				
Grammar school or less	232	60	38	5
Some high school	256	65	30	6
High school graudate	596	71	25	4
Some college or more	565	82	12	7
Household income:				
Under $7,000	376	72	23	6
$7,000-$9,999	372	66	28	5
$10,000-$14,999	505	72	24	4
$15,000 and over	390	80	16	6
Occupation:				
Professional/managerial	467	77	21	4
Other white collar	163	72	21	7
Skilled blue collar	634	70	27	4
Unskilled blue collar	190	70	24	6
Not employed	190	76	14	10
Age:				
18-24	287	85	6	10
25-34	386	77	18	4
35-44	312	70	29	3
45-54	358	67	30	4
55-65	288	64	33	6
Community size:				
Metro areas--1 million and over	609	76	19	6
Other metro	624	71	25	4
Nonmetro	426	70	25	5

Question 38d: "In what type of store are most of your light-weight outer jackets bought?" (Asked only if reported owning light-weight outer jackets.)

Respondent characteristics	Cases	Department store	Men's store	Discount store	Other	Don't know or no answer
	Number	Percent				
U.S. total	1,659	54	28	7	4	8
Education:						
Grammar school or less	232	58	19	12	4	6
Some high school	256	55	26	9	2	9
High school graduate	596	58	24	8	3	8
Some college or more	565	47	37	3	5	8
Household income:						
Under $7,000	376	52	25	11	4	9
$7,000-$9,999	372	58	24	11	2	7
$10,000-$14,999	505	53	29	7	3	8
$15,000 and over	390	53	34	3	5	7
Occupation:						
Professional/managerial	467	58	27	3	5	7
Other white collar	163	50	34	5	1	10
Skilled blue collar	634	54	27	10	4	8
Unskilled blue collar	190	53	24	12	1	10
Not employed	190	48	35	7	5	6
Age:						
18-24	287	47	37	8	4	8
25-34	386	48	30	11	3	8
35-44	312	59	22	7	5	7
45-54	358	57	27	6	4	7
55-65	288	59	25	5	3	9
Community size:						
Metro areas--1 million and over	609	52	31	7	3	9
Other metro	624	54	29	8	4	7
Nonmetro	426	58	23	8	3	8

Question 39: "Which of these words and phrases describe your opinion about 100% cotton?"

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Pills easily	7	8	8	6	8	7	10	6	6	6	8	7
Does not pill easily	22	18	21	21	27	17	25	24	24	23	25	18
Made in attractive styles	45	30	39	49	52	40	46	47	49	48	49	36
Not made in attractive styles	2	3	3	2	2	3	3	3	1	2	2	3
Good value for the money	55	57	53	55	56	57	60	55	51	53	57	57
Not a good value for the money	4	3	5	2	4	4	4	4	3	3	4	3
Made in attractive colors	50	35	40	54	57	41	53	52	52	50	56	41
Not made in attractive colors	2	1	2	1	1	2	3	1	1	1	2	2
High in price	8	10	10	7	9	10	9	7	7	8	10	6
Low in price	32	29	31	35	32	30	35	34	31	30	37	31
Lasts a long time	49	49	48	51	49	53	54	46	46	47	50	52
Does not last a long time	7	6	9	6	8	7	8	7	7	7	8	6
Feels comfortable on skin	69	58	65	71	74	65	71	69	72	69	71	66
Does not feel comfortable on skin	2	3	3	2	2	2	2	2	3	2	2	3
Does not wrinkle easily	18	15	18	21	17	19	22	21	12	19	20	14
Wrinkles easily	23	18	20	20	29	17	22	22	29	22	25	21
Does not have to be ironed	13	12	14	15	12	15	16	14	8	14	16	9
Has to be ironed	33	26	31	30	41	31	31	34	37	31	36	33
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% cotton?"--Continued

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Keeps its shape	36	32	36	39	35	35	42	36	32	37	38	31
Does not keep its shape	15	11	14	12	20	10	12	17	19	14	15	15
Dries fast	27	20	24	31	29	27	29	30	24	27	28	26
Does not dry fast	13	12	16	11	15	11	14	11	17	12	15	12
Absorbs moisture	46	34	39	46	54	36	48	49	50	48	48	39
Does not absorb moisture	3	4	6	3	2	5	3	3	3	3	4	2
Fades, discolors	18	15	15	18	19	20	18	16	16	13	22	18
Does not fade, discolor	23	21	24	24	22	22	24	25	21	26	23	17
Does not fray easily	25	20	24	28	26	24	29	25	25	26	27	22
Frays easily	11	8	10	9	14	10	9	12	11	10	13	8
Does not cling	48	39	44	47	54	42	51	47	51	50	49	43
Clings	4	5	6	4	4	4	4	6	3	4	5	3
Can be worn year round	66	59	66	67	69	64	66	67	68	64	69	65
Cannot be worn year round	4	3	4	3	5	5	2	4	5	6	4	2
Does not burst into flames easily	35	31	33	37	37	32	37	37	36	39	35	32
Bursts into flames easily	3	2	5	4	3	4	3	3	3	2	4	3
Machine washable	75	71	75	78	75	75	79	77	72	72	76	79
Not machine washable	1	*	1	1	2	1	1	1	2	1	1	1
No opinion	6	12	7	5	3	8	6	5	4	7	5	7
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

* Less than 1 percent.

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% cotton?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Pills easily	7	4	11	6	9	11	10	7	7	6	5
Does not pill easily	22	24	30	22	18	21	23	23	19	22	24
Made in attractive styles	45	44	49	43	50	48	57	48	40	40	38
Not made in attractive styles	2	2	1	3	1	4	4	3	2	1	2
Good value for the money	55	55	55	57	55	55	55	55	54	58	55
Not a good value for the money	4	3	4	3	3	4	4	5	3	2	4
Made in attractive colors	50	52	51	48	48	48	56	53	48	47	41
Not made in attractive colors	2	1	1	2	0	2	3	2	1	0	2
High in price	8	6	7	8	10	12	10	6	7	9	10
Low in price	32	34	32	34	31	29	34	34	31	32	31
Lasts a long time	49	48	50	50	52	51	53	48	44	52	49
Does not last a long time	7	6	6	7	7	10	9	9	7	6	6
Feels comfortable on skin	69	72	75	67	66	69	74	66	68	69	68
Does not feel comfortable on skin	2	1	3	3	1	3	3	3	1	2	2
Does not wrinkle easily	18	15	24	19	17	21	25	18	16	15	19
Wrinkles easily	23	28	23	19	20	22	21	25	21	26	18
Does not have to be ironed	13	9	15	14	15	16	18	11	15	10	13
Has to be ironed	33	39	32	29	32	37	33	37	32	34	31
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% cotton?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Keeps its shape	36	31	41	36	43	33	41	34	32	33	38
Does not keep its shape	15	18	15	15	6	16	14	19	13	13	13
Dries fast	27	27	29	27	28	27	32	26	28	26	25
Does not dry fast	13	13	13	12	13	16	12	14	13	13	12
Absorbs moisture	46	53	48	42	40	45	43	45	46	47	45
Does not absorb moisture	3	2	2	4	3	4	5	4	3	2	3
Fades, discolors	18	17	15	20	14	19	26	20	16	14	12
Does not fade, discolor	23	20	24	23	27	25	26	19	22	23	24
Does not fray easily	25	23	26	27	24	25	29	25	23	24	24
Frays easily	11	11	10	9	11	15	14	13	11	7	8
Does not cling	48	49	53	46	46	49	52	45	49	46	47
Clings	4	5	2	4	5	5	3	7	4	4	4
Can be worn year round	66	68	70	66	65	62	68	67	62	65	67
Cannot be worn year round	4	4	2	3	4	7	5	4	5	4	2
Does not burst into flames easily	35	36	36	36	34	33	32	28	39	40	38
Bursts into flames easily	3	2	3	3	3	6	6	5	2	2	2
Machine washable	75	73	80	78	73	71	78	76	74	75	73
Not machine washable	1	2	1	*	2	1	2	2	1	1	1
No opinion	6	4	5	6	9	7	4	4	7	7	8
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

* Less than 1 percent.

Question 39: "Which of these words and phrases describe your opinion about 100% rayon or acetate?"

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Pills easily	9	7	10	8	11	7	9	9	11	10	8	9
Does not pill easily	10	7	9	10	12	9	12	9	11	9	13	7
Made in attractive styles	27	14	26	30	32	22	28	28	31	30	31	19
Not made in attractive styles	3	3	4	2	5	3	3	3	5	2	5	3
Good value for the money	16	13	15	17	17	15	17	16	16	14	20	13
Not a good value for the money	14	12	12	12	17	10	15	12	18	15	14	12
Made in attractive colors	28	16	28	30	33	20	30	29	34	31	32	20
Not made in attractive colors	2	2	2	2	3	2	2	2	3	1	3	3
High in price	10	6	13	10	10	10	10	9	11	9	13	7
Low in price	13	11	10	12	16	10	13	12	15	14	14	9
Lasts a long time	17	12	18	17	19	16	20	17	16	15	19	16
Does not last a long time	15	13	11	15	17	10	16	12	21	16	16	11
Feels comfortable on skin	19	14	21	20	19	17	22	17	20	20	21	15
Does not feel comfortable on skin	15	9	12	13	21	11	12	16	21	18	14	11
Does not wrinkle easily	20	14	19	20	22	17	22	17	23	20	21	17
Wrinkles easily	12	10	13	11	13	8	11	13	14	13	11	11
Does not have to be ironed	17	11	21	16	20	18	16	15	21	17	20	14
Has to be ironed	13	9	14	12	14	9	13	14	14	14	13	11
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% rayon or acetate"?--Continued

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Keeps its shape	21	12	22	23	25	19	24	19	25	23	23	17
Does not keep its shape	11	8	10	10	14	8	11	11	14	11	12	9
Dries fast	27	18	25	27	32	22	28	25	32	27	29	23
Does not dry fast	3	3	3	3	4	3	4	4	3	5	3	1
Absorbs moisture	5	2	7	6	5	6	5	5	6	5	7	3
Does not absorb moisture	20	12	16	19	28	16	19	20	26	24	21	15
Fades, discolors	9	9	9	9	11	7	11	7	13	9	11	9
Does not fade, discolor	15	10	14	15	17	14	15	15	15	16	17	10
Does not fray easily	11	5	10	13	12	9	11	11	13	11	13	8
Frays easily	14	12	13	14	15	10	16	13	16	14	15	11
Does not cling	10	6	12	13	9	9	12	10	10	10	12	8
Clings	24	16	17	21	33	19	25	21	31	25	26	19
Can be worn year round	20	16	22	21	19	17	21	22	20	21	22	15
Cannot be worn year round	10	7	8	9	14	7	11	8	14	10	11	9
Does not burst into flames easily	8	5	6	10	8	7	9	8	8	8	10	6
Bursts into flames easily	14	9	15	12	18	9	15	14	17	16	14	10
Machine washable	28	22	26	28	31	24	31	25	31	28	31	22
Not machine washable	7	6	6	6	8	5	7	8	7	7	6	8
No opinion	36	52	36	35	28	44	35	36	26	31	36	41
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% rayon or acetate?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Pills easily	9	10	13	7	8	11	11	11	9	8	7
Does not pill easily	10	10	10	10	10	9	10	9	11	10	9
Made in attractive styles	27	28	29	27	27	25	35	29	27	25	20
Not made in attractive styles	3	4	3	3	2	6	4	3	3	5	2
Good value for the money	16	17	18	15	17	13	15	16	16	16	17
Not a good value for the money	14	14	16	13	12	14	14	12	14	15	13
Made in attractive colors	28	31	28	28	27	24	32	31	26	28	22
Not made in attractive colors	2	2	1	1	2	5	2	2	3	2	3
High in price	10	10	9	10	11	9	14	11	8	9	6
Low in price	13	13	17	12	13	13	12	12	12	13	13
Lasts a long time	17	19	18	16	17	13	17	16	18	18	15
Does not last a long time	15	14	17	14	14	15	15	13	16	16	13
Feels comfortable on skin	19	16	22	19	21	18	22	20	18	17	17
Does not feel comfortable on skin	15	20	15	13	9	13	13	12	16	17	14
Does not wrinkle easily	20	24	17	19	18	14	20	23	18	20	16
Wrinkles easily	12	12	14	12	13	11	11	10	13	14	12
Does not have to be ironed	17	19	15	17	17	17	20	20	17	15	14
Has to be ironed	13	11	18	12	10	15	15	9	13	13	14
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% rayon or acetate?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Keeps its shape	21	23	25	20	20	21	26	27	16	21	15
Does not keep its shape	11	13	14	9	8	12	13	8	12	12	10
Dries fast	27	31	27	26	22	22	24	30	28	27	24
Does not dry fast	3	3	5	2	3	4	4	2	4	4	4
Absorbs moisture	5	6	5	5	6	4	7	6	3	5	5
Does not absorb moisture	20	26	21	18	17	20	18	19	21	23	20
Fades, discolors	9	11	10	8	9	10	10	9	9	10	9
Does not fade, discolor	15	14	14	15	16	15	19	16	11	13	13
Does not fray easily	11	12	7	12	11	9	13	13	8	11	11
Frays easily	14	16	15	13	13	12	11	13	17	14	14
Does not cling	10	8	12	11	12	8	14	12	9	8	9
Clings	24	30	23	21	20	22	23	23	26	26	20
Can be worn year round	20	20	20	21	22	16	21	22	19	19	17
Cannot be worn year round	10	12	7	9	6	13	9	10	11	12	9
Does not burst into flames easily	8	8	6	8	9	6	8	6	9	9	7
Bursts into flames easily	14	17	13	14	9	15	11	17	14	15	12
Machine washable	28	30	31	26	27	24	30	28	30	27	22
Not machine washable	7	8	7	6	5	6	4	8	6	9	7
No opinion	36	30	28	37	44	40	35	35	32	34	43
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Question 39: "Which of these words and phrases describe your opinion about 100% synthetic?"

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Pills easily	12	9	9	13	14	9	12	11	15	14	11	10
Does not pill easily	12	8	10	10	15	10	14	10	11	11	14	9
Made in attractive styles	38	23	29	41	46	32	34	41	43	42	41	28
Not made in attractive styles	2	2	2	1	2	1	3	1	2	2	2	1
Good value for the money	27	22	20	29	32	26	27	28	26	27	31	23
Not a good value for the money	7	5	7	8	7	6	8	6	8	8	7	6
Made in attractive colors	38	24	29	40	48	32	35	41	45	43	43	27
Not made in attractive colors	2	2	2	1	2	1	2	1	2	2	1	1
High in price	16	12	18	16	18	14	18	17	16	15	19	15
Low in price	13	9	9	13	17	12	13	12	15	14	15	10
Lasts a long time	27	16	23	28	32	20	29	30	28	25	29	27
Does not last a long time	8	9	6	8	7	7	8	7	9	9	8	5
Feels comfortable on skin	27	20	24	29	30	25	29	28	27	26	31	23
Does not feel comfortable on skin	12	9	11	10	17	9	8	14	17	14	11	10
Does not wrinkle easily	37	29	27	37	47	31	39	36	44	38	41	32
Wrinkles easily	4	2	4	6	4	3	5	6	4	4	5	4
Does not have to be ironed	38	28	33	37	47	35	35	40	42	39	40	34
Has to be ironed	5	5	4	4	6	4	5	6	5	6	5	3
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% synthetic?"--Continued

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Keeps its shape	37	24	33	38	44	30	37	37	43	40	39	29
Does not keep its shape	5	5	4	6	6	5	5	6	5	5	6	4
Dries fast	41	30	37	41	48	34	42	42	45	41	42	39
Does not dry fast	2	2	1	2	3	2	2	2	2	3	2	1
Absorbs moisture	7	5	10	8	6	7	8	8	5	6	10	4
Does not absorb moisture	21	14	17	19	29	13	20	22	29	21	24	18
Fades, discolors	7	6	6	7	8	6	7	6	9	9	7	4
Does not fade, discolor	22	16	20	22	25	17	24	23	23	21	26	17
Does not fray easily	16	13	12	17	19	13	17	16	20	15	21	12
Frays easily	10	5	11	13	11	9	12	12	9	10	12	9
Does not cling	15	10	14	16	16	13	17	13	16	13	19	11
Clings	21	17	17	20	26	16	21	21	26	21	22	19
Can be worn year round	32	27	29	34	35	29	31	35	34	34	35	26
Cannot be worn year round	7	7	8	6	8	7	9	6	8	9	7	5
Does not burst into flames easily	12	10	11	12	13	12	13	10	13	12	14	9
Bursts into flames easily	13	9	13	14	14	10	13	15	14	13	14	11
Machine washable	43	33	39	44	50	39	41	43	49	41	46	43
Not machine washable	4	3	4	4	4	3	4	4	3	5	3	3
No opinion	26	44	33	25	17	35	28	24	19	24	25	33
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% synthetic?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Pills easily	12	12	17	11	7	14	13	12	9	12	12
Does not pill easily	12	12	14	10	11	15	15	12	12	10	9
Made in attractive styles	38	37	47	37	35	39	49	40	37	35	27
Not made in attractive styles	2	2	1	2	2	2	2	1	1	2	3
Good value for the money	27	27	36	27	25	26	31	26	27	27	25
Not a good value for the money	7	6	7	8	10	7	10	8	6	6	7
Made in attractive colors	38	39	47	39	30	37	46	40	36	38	28
Not made in attractive colors	2	1	2	1	2	3	2	1	1	2	2
High in price	16	14	14	16	21	18	20	18	15	15	13
Low in price	13	14	16	13	11	10	14	13	11	13	13
Lasts a long time	27	28	33	25	22	28	32	26	28	25	24
Does not last a long time	8	8	8	8	8	4	9	7	7	8	6
Feels comfortable on skin	27	24	28	28	25	31	34	28	26	24	24
Does not feel comfortable on skin	12	17	16	10	10	9	11	9	12	15	12
Does not wrinkle easily	37	41	42	37	32	34	42	38	37	34	35
Wrinkles easily	4	4	6	5	5	4	7	5	3	4	2
Does not have to be ironed	38	40	44	36	37	39	44	39	41	34	34
Has to be ironed	5	5	7	4	4	7	6	5	3	5	6
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% synthetic?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Keeps its shape	37	36	44	37	31	38	46	40	37	32	28
Does not keep its shape	5	5	8	4	6	4	5	5	5	6	4
Dries fast	41	43	47	39	36	40	41	40	40	43	39
Does not dry fast	2	2	1	1	4	3	3	3	2	1	1
Absorbs moisture	7	7	5	8	6	7	9	7	7	7	6
Does not absorb moisture	21	27	25	17	17	22	18	22	22	25	17
Fades, discolors	7	8	7	7	6	8	11	7	5	6	4
Does not fade, discolor	22	20	27	21	22	24	27	20	22	22	17
Does not fray easily	16	19	17	16	12	16	17	18	15	17	14
Frays easily	10	10	12	11	9	11	14	10	12	10	6
Does not cling	15	13	15	14	17	16	16	17	16	12	12
Clings	21	26	20	18	22	20	22	21	20	24	18
Can be worn year round	32	32	38	31	31	34	37	32	29	32	29
Cannot be worn year round	7	8	5	8	6	7	6	9	8	8	5
Does not burst into flames easily	12	12	11	11	15	10	16	11	13	12	9
Bursts into flames easily	13	14	15	13	9	14	11	16	12	13	12
Machine washable	43	45	49	42	40	42	50	43	43	43	36
Not machine washable	4	4	4	4	2	4	5	4	3	4	3
No opinion	26	22	22	27	35	30	21	23	25	30	35
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Question 39: "Which of these words and phrases describe your opinion about 100% wool?"

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Pills easily	23	15	20	24	29	22	26	23	24	23	26	22
Does not pill easily	7	6	8	6	9	5	7	7	9	8	9	4
Made in attractive styles	34	23	27	36	41	25	34	36	41	39	37	23
Not made in attractive styles	5	3	3	5	5	5	5	4	4	3	5	6
Good value for the money	29	21	29	28	33	24	29	29	34	31	31	22
Not a good value for the money	11	12	9	11	12	13	12	9	9	7	13	14
Made in attractive colors	31	21	28	31	39	21	33	33	38	35	34	22
Not made in attractive colors	4	3	1	5	4	4	4	3	4	4	3	3
High in price	44	40	37	46	47	45	43	42	46	42	48	42
Low in price	3	2	3	3	3	3	2	2	4	2	3	2
Lasts a long time	43	31	38	43	52	34	43	44	53	46	46	35
Does not last a long time	5	4	5	6	4	7	3	5	3	4	5	5
Feels comfortable on skin	10	10	9	10	11	7	12	11	11	13	11	5
Does not feel comfortable on skin	44	38	40	47	47	41	43	44	49	39	48	47
Does not wrinkle easily	20	15	17	21	23	16	23	20	21	22	22	14
Wrinkles easily	13	8	13	12	18	10	10	15	19	13	15	12
Does not have to be ironed	10	7	10	10	11	10	10	10	9	10	11	7
Has to be ironed	23	14	21	24	27	19	23	24	25	23	26	18
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% wool?"--Continued

Descriptive phrases	U.S. total	Education				Household income				Community size		
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over	Metro areas--1 million and over	Other metro	Nonmetro
	Percent											
Keeps its shape	25	17	24	27	27	21	26	26	27	27	28	18
Does not keep its shape	18	12	16	18	22	16	17	19	20	17	19	18
Dries fast	4	3	4	3	5	4	3	4	4	3	4	3
Does not dry fast	33	21	28	35	39	28	35	32	37	33	36	27
Absorbs moisture	25	17	20	26	32	21	22	28	30	26	27	23
Does not absorb moisture	9	6	12	8	9	8	12	8	9	10	11	6
Fades, discolors	9	6	9	10	10	8	10	10	9	10	9	8
Does not fade, discolor	20	14	18	20	22	16	22	19	22	21	22	14
Does not fray easily	15	10	12	16	18	13	16	13	18	16	16	11
Frays easily	12	8	10	14	14	9	11	15	14	12	15	9
Does not cling	17	11	13	16	23	13	16	16	23	19	20	10
Clings	14	12	13	16	15	15	15	14	13	15	14	14
Can be worn year round	11	8	11	11	12	8	8	13	13	14	10	7
Cannot be worn year round	49	44	44	49	54	50	51	46	51	45	54	49
Does not burst into flames easily	18	14	16	18	22	14	19	17	24	21	20	12
Bursts into flames easily	8	6	8	9	7	9	7	9	6	6	8	9
Machine washable	6	4	6	7	5	6	5	6	5	5	7	4
Not machine washable	53	47	53	53	56	52	53	53	53	48	56	55
No opinion	12	23	14	10	8	17	13	11	7	13	11	13
	Number											
Cases	2,001	322	317	692	659	501	442	581	458	722	740	539

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% wool?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Pills easily	23	24	27	23	21	23	27	25	24	22	20
Does not pill easily	7	9	12	5	5	7	7	5	6	8	8
Made in attractive styles	34	38	40	30	33	33	36	34	32	35	32
Not made in attractive styles	5	5	4	5	4	5	9	6	4	4	1
Good value for the money	29	32	31	25	27	30	25	25	28	32	34
Not a good value for the money	11	9	10	12	12	11	15	14	10	9	7
Made in attractive colors	31	35	39	28	28	30	30	33	29	33	30
Not made in attractive colors	4	4	7	3	3	3	6	5	3	2	2
High in price	44	45	46	43	45	42	43	50	46	40	40
Low in price	3	1	6	2	3	3	4	3	2	2	3
Lasts a long time	43	51	47	40	40	38	39	43	47	46	42
Does not last a long time	5	4	3	5	4	4	8	4	4	3	4
Feels comfortable on skin	10	11	15	9	9	10	10	9	9	9	15
Does not feel comfortable on skin	44	48	40	44	45	41	49	49	47	43	35
Does not wrinkle easily	20	22	23	17	20	21	23	19	20	20	20
Wrinkles easily	13	17	14	13	12	10	12	14	13	14	13
Does not have to be ironed	10	7	10	10	11	13	14	11	10	6	8
Has to be ironed	23	25	23	22	20	21	23	21	20	24	24
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Continued

Question 39: "Which of these words and phrases describe your opinion about 100% wool?"--Continued

Descriptive phrases	U.S. total	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Percent										
Keeps its shape	25	27	30	24	21	23	23	21	27	26	27
Does not keep its shape	18	19	18	18	12	16	20	20	18	16	13
Dries fast	4	3	6	3	5	3	4	3	3	4	5
Does not dry fast	33	35	34	32	29	34	38	38	32	30	25
Absorbs moisture	25	32	22	24	18	25	24	28	25	26	23
Does not absorb moisture	9	8	10	10	8	8	10	10	10	8	8
Fades, discolors	9	10	10	9	11	8	12	10	9	8	6
Does not fade, discolor	20	19	25	19	16	21	21	19	18	20	21
Does not fray easily	15	17	15	13	11	19	15	14	14	15	14
Frays easily	12	12	15	13	12	11	14	14	10	13	12
Does not cling	17	21	20	14	13	19	14	16	17	19	20
Clings	14	14	13	15	14	13	20	17	11	13	9
Can be worn year round	11	12	14	10	9	11	11	6	10	12	14
Cannot be worn year round	49	51	50	48	45	49	52	54	52	47	42
Does not burst into flames easily	18	22	20	16	18	16	14	16	19	20	20
Bursts into flames easily	8	5	10	8	8	10	12	10	4	6	7
Machine washable	6	4	8	6	6	5	9	5	5	4	5
Not machine washable	53	55	55	53	50	49	53	57	55	53	47
No opinion	12	8	9	13	17	16	11	9	11	14	16
	Number										
Cases	2,001	564	189	748	235	246	345	445	373	434	369

Summary of questions 45 and 8c: Comparison of the type dress shirt respondent reported wearing most often with the information on the labelling of one shown to the interviewer by the respondent as an example of the type worn most often.

Labelling	U.S. total[1/]			
	Reported wearing permanent or durable press finish most often		Reported wearing regular or plain finish most often	
	Blend of cotton and synthetic	100% cotton	Blend of cotton and synthetic	100% cotton
	Percent			
Fiber:				
Blend of cotton and synthetic	77	58	73	41
100% cotton	4	22	8	36
Other fibers	4	3	5	4
Not on label	15	17	14	19
Finish:				
Permanent or durable press	83	75	80	47
Regular or plain	1	2	4	11
Not on label	16	23	16	42
	Number			
Cases	1,121	190	110	219

1/ Percentages are based on the number of respondents that brought out an example of the type of dress shirt worn most often.

Summary of questions 45 and 15a: Interviewer's description of the light-weight sport shirt shown by the respondent as an example of a light-weight knit sport shirt. (Asked to show one knit sport shirt only if reported owning knit sport shirts.)

Interviewer's description	U.S. total[1/]
	Percent
Knit	75
Woven	24
Could not determine	1
	Number
Cases	1,040

1/ Percentages are based on the number of respondents that brought out an example of what they considered to be a light-weight knit sport shirt.

Cross tabulations of respondent characteristics

Background information--relationships among characteristics used as standard cross tabulation 1/

Respondent characteristics	Cases	Education				Household income			
		Grammar school or less	Some high school	High school graduate	Some college or more	Under $7,000	$7,000-$9,999	$10,000-$14,999	$15,000 and over
	Number	Percent							
U.S. total	2,001	16	16	34	34	25	21	29	24
Education:									
Grammar school or less	322	100				51	27	15	6
Some high school	317		100			34	24	28	12
High school graduate	692			100		19	26	37	17
Some college or more	659				100	14	13	26	46
Household income:									
Under $7,000	501	32	22	26	19	100			
$7,000-$9,999	442	20	18	42	20		100		
$10,000-$14,999	581	8	15	45	31			100	
$15,000 and over	458	4	8	24	64				100
Occupation:									
Professional/managerial	564	8	6	24	61	12	16	26	45
Other white collar	189	4	9	34	51	15	22	36	25
Skilled blue collar	748	17	21	48	14	21	27	36	16
Unskilled blue collar	235	35	23	27	14	48	27	16	8
Not employed	246	19	18	25	37	48	12	18	18
Age:									
18-24	345	4	15	40	41	36	19	21	20
25-34	445	7	12	39	41	21	27	30	22
35-44	373	15	15	35	35	17	21	36	26
45-54	434	21	18	31	29	18	20	28	34
55-65	369	34	18	27	20	34	20	29	16
Community size:									
Metro areas--1 million and over	722	10	15	33	42	16	15	31	37
Other metro	740	13	14	37	36	23	25	30	22
Nonmetro	539	27	19	33	20	40	25	23	11
Size of household:									
1-2 members	663	19	18	28	34	35	21	26	17
3 members	449	14	14	36	36	22	26	31	20
4 members	399	12	14	40	34	16	21	30	33
5 or more members	479	17	16	35	31	21	18	28	30
Marital status:									
Married	1,613	17	16	35	31	22	24	30	24
Nonmarried	380	11	15	32	42	34	14	25	27

1/ Percentages may add to less than 100% because some characteristics were not ascertained for some respondents.

Continued

Background information--relationships among characteristics used as standard cross tabulation [1/]

Respondent characteristics	Cases	Occupation					Age				
		Professional/ managerial	Other white collar	Skilled blue collar	Unskilled blue collar	Not employed	18-24	25-34	35-44	45-54	55-65
	Number	Percent									
U.S. total	2,001	27	9	37	12	14	20	21	18	22	18
Education:											
Grammar school or less	322	15	3	40	26	16	5	9	17	29	39
Some high school	317	11	5	50	18	16	19	16	17	25	21
High school graduate	692	19	9	51	9	10	23	24	18	20	14
Some college or more	659	50	14	15	5	15	24	26	18	19	11
Household income:											
Under $7,000	501	13	6	31	23	26	28	18	12	16	25
$7,000-$9,999	442	21	10	46	15	8	18	27	17	20	17
$10,000-$14,999	581	25	12	47	7	9	14	22	22	21	18
$15,000 and over	458	51	10	24	4	10	16	19	19	31	12
Occupation:											
Professional/ managerial	564	100					8	25	22	28	14
Other white collar	189		100				22	17	16	22	21
Skilled blue collar	748			100			18	24	19	22	15
Unskilled blue collar	235				100		27	18	15	20	19
Not employed	246					100	38	11	7	12	32
Age:											
18-24	345	12	10	35	16	27	100				
25-34	445	33	8	42	10	7		100			
35-44	373	35	9	40	10	5			100		
45-54	434	35	9	37	11	7				100	
55-65	369	21	11	30	12	24					100
Community size:											
Metro areas--1 million and over	722	29	11	36	10	14	20	20	18	24	15
Other metro	740	25	11	38	11	14	20	24	16	21	18
Nonmetro	539	29	5	37	15	13	18	19	19	22	21
Size of household:											
1-2 members	663	27	10	34	14	15	18	17	9	20	36
3 members	449	27	9	37	10	17	27	22	8	24	18
4 members	399	26	11	44	9	10	16	29	24	22	7
5 or more members	479	31	8	35	13	13	18	20	33	23	5
Marital status:											
Married	1,613	31	9	39	11	9	8	23	21	26	20
Nonmarried	380	16	10	28	15	31	58	16	5	9	11

1/ Percentages may add to less than 100% because some characteristics were not ascertained for some respondents.

Continued

Background information--relationships among characteristics used as standard cross tabulations 1/

Respondent characteristics	Cases	Community size			Size of household				Marital status	
		Metro areas--1 million and over	Other metro	Non-metro	1-2 members	3 members	4 members	5 or more members	Married	Non-married
	Number	Percent								
U.S. total	2,001	37	37	27	31	23	20	25	78	22
Education:										
Grammar school or less	322	24	31	45	38	20	15	27	85	15
Some high school	317	35	33	33	35	21	18	26	78	21
High school graduate	692	35	39	26	25	25	24	26	79	20
Some college or more	659	46	39	16	31	24	21	23	72	28
Household income:										
Under $7,000	501	24	33	43	44	20	13	22	69	30
$7,000-$9,999	442	26	43	31	30	28	21	21	85	14
$10,000-$14,999	581	40	39	22	28	25	22	25	82	18
$15,000 and over	458	56	32	12	22	19	27	31	76	24
Occupation:										
Professional/ managerial	564	38	34	28	30	23	19	28	87	13
Other white collar	189	42	43	15	32	23	23	22	77	23
Skilled blue collar	748	36	38	26	28	23	24	24	83	17
Unskilled blue collar	235	32	34	34	36	20	16	28	72	28
Not employed	246	38	37	25	33	28	15	23	51	49
Age:										
18-24	345	38	38	24	29	32	16	23	34	66
25-34	445	35	41	24	25	24	27	24	83	17
35-44	373	39	33	28	15	11	28	46	93	6
45-54	434	39	35	26	28	25	20	26	91	9
55-65	369	31	37	32	61	23	8	7	86	13
Community size:										
Metro areas--1 million and over	722	100			32	21	23	24	74	25
Other metro	740		100		30	27	18	24	77	23
Nonmetro	539			100	31	21	20	27	83	16
Size of household:										
1-2 members	663	37	36	27	100				73	27
3 members	449	34	42	24		100			77	23
4 members	399	41	32	27			100		82	18
5 or more members	479	36	36	28				100	82	18
Marital status:										
Married	1,613	35	36	29	29	23	22	26	100	
Nonmarried	380	43	38	20	38	24	17	21		100

1/ Percentages may add to less than 100% because some characteristics were not ascertained for some respondents.

QUESTIONNAIRE

Office of Management and
Budget No. 40-S70051
Expiration Date: October 31, 1971

> With the exception of check-box material, office record information, and free-answer space, the questionnaire used for this study is reproduced below in entirety. Responses to a few of the questions have not been reported because the data were not of value. Instructions to the interviewers are in upper case letters. The cards used as visual aids are reproduced at the end of the questionnaire.

Hello. I am _____ of Crossley Surveys, an independent marketing research firm. We are conducting a study for the United States Department of Agriculture about selected men's clothing items.

A. How many men living in this household are 18 through 65 years of age? (IF "NONE", TERMINATE INTERVIEW) B. Please give me (his first name)/(their first names) in alphabetical order. (IF TWO ELIGIBLE MEN HAVE THE SAME NAME, LIST THEM IN ORDER OF MONTH OF BIRTH, FOR EXAMPLE, JANUARY BEFORE OCTOBER. IF MONTH OF BIRTH THE SAME, LIST IN ORDER OF DAY OF MONTH.) C. What (is his)/(are their) age(s)? (AN INTERVIEW IS TO BE CONDUCTED SEPARATELY WITH EACH MALE LISTED OPPOSITE AN "X". IF AN ELIGIBLE RESPONDENT IS NOT AT HOME NOW, MAKE AN APPOINTMENT FOR A TIME TO CALL BACK WHEN HE IS MOST LIKELY AVAILABLE FOR INTERVIEWING. REPEAT INTRODUCTION IF NECESSARY.)

1. What are all the different kinds of fibers you can think of that might be used in men's clothing? (PROBE) What other kinds of fibers can you think of?

2. Based on what you have heard or experienced, what is the difference between a woven and a knit material?

3a. Have you or have you not heard of the term permanent or durable press? (IF "HAVE NOT HEARD", SKIP TO Q.4a) 3b. How do permanent or durable press clothing items differ from those that are not?

4a. If a clothing item was made of (80%/60%/40%/20%) cotton, would you or would you not call it a cotton item? (START WITH THE HIGHEST PERCENT AND CONTINUE UNTIL RESPONDENT SAYS "WOULD NOT".) (IF "WOULD" AT 20%, SKIP TO Q.5) 4b. Why not?

I would like to ask you some questions about dress or business shirts, that is, shirts that are supposed to be worn with a tie. 5. Do you or do you not own any dress shirts? (IF "DO NOT OWN", SKIP TO Q.14)

(SHOW CARD A) 6a. Here is a list of features men may look for in a dress shirt. (GIVE RESPONDENT TIME TO READ THE LIST.) Which one, if any, is most important to you? (IF "NONE", CHECK HERE AND SKIP TO Q.7) 6b. Which would be next most important? 6c. Then which one? 6d. Which one, if any, would be least important to you?

(SHOW CARD B) 7. The fibers used in dress shirts have different qualities. Here is a list of possible qualities and a scale that will tell us how important each of these is to you. If you think a quality is very important to you in a dress shirt pick number 5 on the left of the scale. If you thing it is not important pick number 1 on the right. If your opinion falls somewhere in between very important and not important, you may pick a number that falls in between. In dress shirts, how important is (quality) to you?

(SHOW CARD C) 8. Dress shirts can be made of different fibers or different blends of fibers. In addition, dress shirts can have a regular or plain finish, or a permanent or durable press finish. This card lists some different fibers and fiber blends used in different items of men's clothing. 8a. Which of these types of dress shirts do you own? Be sure to tell me if you are talking about plain or regular shirts or shirts with a permanent or durable press finish. Any other than those listed? (IF ONLY ONE TYPE OWNED IN Q.8a, SKIP TO Q.8d) 8b. Which of the

(types owned), if any, have been bought for your use in the past 12 months? 8c. Which one of the (types owned) do you wear most often? 8d. Of all the types of fibers listed on this card, which one, if any, do you prefer in a dress shirt? 8e. Of all the types of fibers listed on this card, which, if any, do you dislike in a dress shirt? 8f. Which, if any, are hard to find in a dress shirt?

(IF NO PREFERENCE MENTIONED IN Q.8d, SKIP TO Q.10) 9a. What do you like about a (type preferred --Q.8d) dress shirt? (PROBE) Anything else? 9b. What if anything, do you dislike about a (type preferred--Q.8d) dress shirt? (PROBE) Anything else?

(IF IN Q.8e "DISLIKE 100% COTTON, REGULAR OR PLAIN" OR "100% COTTON, PERMANENT OR DURABLE PRESS", ASK:) 10. Why do you dislike a (type disliked) dress shirt?

(SHOW CARD D) 11a. Which, if any, of the items on this list do you think should be on the tags, wrappers, shirt-tails, or sewn-in labels of dress shirts? 11b. Which, if any, of the items on this list do you or the person buying your dress shirts usually look for at the time of purchase? 11c. Which, if any, of these are not usually shown?

(SHOW CARD E) 12. Which of the statements on this card describe how your (one dress shirt type owned or worn most often--Q.8a or 8c) is cared for? To save time you can read the numbers opposite the words and phrases that apply.

13a. About how many dress shirts, if any, were bought for your use in the past 12 months? 13b. Who usually buys your dress shirts? 13c. In what type of store are most of your dress shirts bought?

14. Do you or do you not own any light-weight sport shirts? (IF "DO NOT OWN", SKIP TO Q.24)

15a. Do you own woven, knit, or both kinds of light-weight sport shirts? (IF "OWN BOTH", ASK:) 15b. Which kind do you wear most often--woven or knit?

ASK QUESTIONS 16a THROUGH 23 ABOUT THE ONE KIND (WOVEN OR KNIT OWNED OR WORN MOST OFTEN--Q.15a or 15b)

(SHOW CARD A) 16a. Here is a list of features men may look for in a light-weight (woven/knit) sport shirt. (GIVE RESPONDENT TIME TO READ THE LIST.) Which one, if any, is most important to you? (IF "NONE", CHECK HERE AND SKIP TO Q.17) 16b. Which would be next most important? 16c. Then which one? 16d. Which one, if any, would be least important to you?

(SHOW CARD B) 17. The fibers used in light-weight (woven/knit) sport shirts have different qualities. Here is a list of possible qualities and a scale that will tell us how important each of these is to you. Remember, if you think a quality is very important to you in a light-weight (woven/knit) sport shirt pick number 5 on the left of the scale. If you think it is not important pick number 1 on the right. If your opinion falls somewhere in between very important and not important, you may pick a number that falls in between. In light-weight (woven/knit) sport shirts, how important is (quality) to you?

(SHOW CARD C) 18. Light-weight (woven/knit) sport shirts can be made of different fibers or different blends of fibers. In addition, light-weight (woven/knit) sport shirts can have a regular or plain finish, or a permanent or durable press finish. This card lists some different fibers and fiber blends used in different items of men's clothing. 18a. Which of these types of light-weight (woven/knit) sport shirts do you own? Be sure to tell me if you are talking about plain or regular shirts or shirts with a permanent or durable press finish. Any other than those listed? (IF ONLY ONE TYPE OWNED IN Q.18a, SKIP TO Q.18d) 18b. Which of the (types owned), if any, have been bought for your use in the past 12 months? 18c. Which one of the (types owned) do you wear most often? 18d. Of all the types of fiber listed on this card, which one, if any, do you prefer in a light-weight (woven/knit) sport shirt? 18e. Of all the types of fibers listed on this card, which, if any, do you dislike in a light-weight (woven/knit) sport shirt? 18f. Which, if any, are hard to find in a light-weight (woven/knit) sport shirt?

(IF NO PREFERENCE MENTIONED IN Q.18d, SKIP TO Q.20) 19a. What do you like about a (type preferred--Q.18d) sport shirt? (PROBE) Anything else? 19b. What, if anything, do you dislike about a (type preferred--Q.18d) sport shirt? (PROBE) Anything else?

(IF IN Q.18e "DISLIKE 100% COTTON, REGULAR OR PLAIN" OR "100% COTTON, PERMANENT OR DURABLE PRESS", ASK:) 20. Why do you dislike a (type disliked) light-weight (woven/knit) sport shirt?

(SHOW CARD D) 21a. Which, if any, of the items on this list do you think should be on the tags, wrappers, shirt-tails, or sewn-in labels of light-weight (woven/knit) sport shirts? 21b. Which, if any, of the items on this list do you or the person buying your light-weight (woven/knit) sport shirts usually look for at the time of purchase? 21c. Which, if any, of these are not usually shown?

(SHOW CARD E) 22. Which of the statements on this card describe how your (one sport shirt type owned or worn most often--Q.18a or 18c) is cared for? To save time you can read the numbers opposite the words and phrases that apply.

23a. About how many light-weight (woven/knit) sport shirts, if any, were bought for your use in the past 12 months? 23b. Who usually buys your light-weight (woven/knit) sport shirts? 23c. In what type of store are most of your light-weight (woven/knit) sport shirts bought?

24. Do you or do you not own any light-weight slacks or casual trousers? (IF "DO NOT OWN", SKIP TO Q.34a)

25a. Do you own woven, knit, or both kinds of light-weight slacks or casual trousers? (IF "OWN BOTH", ASK:) 25b. Which kind do you wear most often--woven or knit?

ASK QUESTIONS 26a THROUGH 33 ABOUT THE ONE KIND (WOVEN OR KNIT OWNED OR WORN MOST OFTEN--Q.25a or 25b)

(SHOW CARD A) 26a. Here is a list of features men may look for in light-weight (woven/knit) slacks or casual trousers. (GIVE RESPONDENT TIME TO READ THE LIST) Which one, if any, is most important to you? (IF "NONE", CHECK HERE AND SKIP TO Q.27) 26b. Which would be next most important? 26c. Then which one? 26d. Which one, if any, would be least important to you?

(SHOW CARD B) 27. The fibers used in light-weight (woven/knit) slacks or casual trousers have different qualities. Here again is a list of possible qualities and a scale that will tell us how important each of these is to you. Remember, if you think a quality is very important to you in light-weight (woven/knit) slacks or casual trousers pick number 5 on the left of the scale. If you think it is not important pick number 1 on the right. If your opinion falls somewhere in between very important and not important, you may pick a number that falls in between. In light-weight (woven/knit) slacks or casual trousers how important is (quality) to you?

(SHOW CARD C) 28. Light-weight (woven/knit) slacks or casual trousers can be made of different fibers or different blends of fibers. In addition, light-weight (woven/knit) slacks or casual trousers can have a regular or plain finish, or a permanent or durable press finish. This card lists some different fibers and fiber blends used in different items of men's clothing. 28a. Which of these types of light-weight (woven/knit) slacks or casual trousers do you own? Be sure to tell me if you are talking about plain or regular slacks and trousers or slacks and trousers with a permanent or durable press finish. Any other than those listed? (IF ONLY ONE TYPE OWNED IN Q.28a, SKIP TO Q.28d) 28b. Which of the (types owned), if any, have been bought for your use in the past 12 months? 28c. Which one of the (types owned) do you wear most often? 28d. Of all the types of fibers listed on this card, which one, if any, do you prefer in light-weight (woven/knit) slacks or casual trousers? 28e. Of all the types of fibers listed on this card, which, if any, do you dislike in light-weight (woven/knit) slacks or casual trousers? 28f. Which, if any, are hard to find in light-weight (woven/knit) slacks or casual trousers?

(IF NO PREFERENCE MENTIONED IN Q.28d, SKIP TO Q.30) 29a. What do you like about (type preferred --Q.28d) slacks or casual trousers? (PROBE) Anything else? 29b. What, if anything, do you dislike about (type preferred--Q.28d) slacks or casual trousers? (PROBE) Anything else?

(IF IN Q.28e "DISLIKE 100% COTTON, REGULAR OR PLAIN" OR "100% COTTON, PERMANENT OR DURABLE PRESS", ASK:) 30. Why do you dislike (typed disliked) light-weight (woven/knit) slacks or casual trousers?

(SHOW CARD D) 31a. Which, if any,of the items on this list do you think should be on the tags, wrappers or sew-in labels of light-weight (woven/knit) slacks or casual trousers? 31b. Which, if any, of the items on this list do you or the person buying your light-weight (woven/knit) slacks or casual trousers usually look for at the time of purchase? 31c. Which, if any, of these are not usually shown?

(SHOW CARD E) 32. Which of the statements on this card describe how your (one slacks or casual

trousers type owned or worn most often--Q.28a or Q.28c) are cared for? To save time you can read the numbers opposite the words and phrases that apply.

33a. About how many light-weight (woven/knit) slacks or casual trousers, if any, were bought for your use in the past 12 months? 33b. Who usually buys your light-weight (woven/knit) slacks or casual trousers? 33c. In what type of store are most of your light-weight (woven/knit) slacks or casual trousers bought?

Now let's talk about undershorts. (SHOW CARD A) 34a. Here is a list of features men may look for in undershorts. (GIVE RESPONDENT TIME TO READ THE LIST) Which one, if any, is most important to you? (IF "NONE", CHECK HERE AND SKIP TO Q.35) 34b. Which would be next most important? 34c. Then which one? 34d. Which one, if any, would be least important to you?

(SHOW CARD C) 35. Undershorts are made in different styles. However, we are interested in the fiber and finish rather than the style. In addition, we want to know whether they are knit or woven. 35a. Which of these types, if any, have been bought for your use in the past 12 months? 35b. Of all the types of fibers listed on this card, which one, if any, do you prefer in undershorts? 35c. Of all the types of fibers listed on this card, which, if any, do you dislike in undershorts? 35d. Which, if any, are hard to find in undershorts?

(IF NO PREFERENCE MENTIONED IN Q.35b, SKIP TO Q.37a) 36a. What do you like about (type preferred --Q.35b) undershorts? (PROBE) Anything else? 36b. What, if anything, do you dislike about (type preferred--Q.35b) undershorts? (PROBE) Anything else?

37a. About how many undershorts, if any, were bought for your use in the past 12 months? 37b. Who usually buys your undershorts? 37c. In what type of store are most of your undershorts bought?

38a. Do you or do you not own any (light-weight outerwear shorts/pajamas/socks/undershirts/light-weight tailored sport coats/light-weight outer jackets)? (FOR EACH ITEM OWNED, ASK:) 38b. Who usually buys your (item)? 38c. About how many (item), if any, were bought for your use in the past 12 months? 38d. In what type of store are most of your (item) bought?

(SHOW CARD F) 39. Here is a list of words and phrases that might be associated with fiber content. (FOR EACH FIBER CONTENT LISTED, ASK:) Which of these words and phrases describe your opinion about (100% cotton/100% rayon or acetate/100% synthetic/100% wool)? You may choose as many or as few as you wish. You do not have to pick one phrase from each pair on the card. Just pick those phrases that in your opinion apply to the fiber content. To save time you can read the numbers next to the phrases.

40. Now, we're interested in a few things about you and your household so we can see whether there are differences of opinions in different kinds of households. Please tell me the members of this household who live here, including yourself, in relation to the head of the household. Please give me the age of each member. (RECORD IN RELATION TO HEAD, SUCH AS "WIFE", "SON", "BOARDER", ETC. DO NOT GIVE NAMES. INDICATE THE RESPONDENT BY RECORDING AN "X" IN THE APPROPRIATE BOX.)

41a. Are you employed? (IF "NO", SKIP TO Q.42) 41b. Is that a full or a part-time job? 41c. What is your occupation? 41d. In what industry is that? 42. What was the last grade you completed in school?

(SHOW CARD G) 43. For statistical purposes, we need to know which group your household income is in. Please look at the card and tell me the letter that shows your household's total annual income for 1970 before taxes. You should count all kinds of income for every member of the household living here--such as wages, interest, dividends, net income from any business, etc. (IF RESPONDENT REFUSES OR DOESN'T KNOW, ESTIMATE INCOME IN SPACE PROVIDED.) 44. RACE: (BY OBSERVATION)

45. (IF RESPONDENT OWNS A DRESS SHIRT--Q.5, ASK:) Would you please bring out a dress shirt of the type you wear most often so that I can see what information is on the label or shirt-tail? (IF RESPONDENT OWNS A LIGHT-WEIGHT KNIT SPORT SHIRT--Q.15a, ASK:) And would you bring out any one of your knit sport shirts? (RECORD FIBER OR FINISH ONLY IF IT APPEARS ON THE SHIRTS, THEMSELVES. YOU ARE TO JUDGE WHETHER THE MATERIAL IS WOVEN OR KNIT. DO NOT BE INFLUENCED BY WHAT THE RESPONDENT TELLS YOU. IF RESPONDENT REFUSES TO BRING OUT A DRESS SHIRT OR KNIT SPORT SHIRT, RECORD THE REASON)

CARDS USED IN INTERVIEW

CARD A

Color (solid colors as well as stripes, patterns, etc.)
Style
Way cloth is made (woven or knit)
Fiber (cotton, wool, synthetics, blends)
Brand name
Price
Permanent or durable press finish

CARD B

Feels comfortable on skin
Does not cling
Machine washable
Does not burst into flames easily
Dries fast
Does not wrinkle easily
Keeps its shape
Absorbent
Lasts a long time
Can be worn year round
Does not have to be ironed
Does not fray easily
Does not discolor or fade

Very important 5 4 3 2 1 Not important

CARD C

FIBERS AND FIBER BLENDS

(Used in different items of men's clothing)

Natural fibers

100% cotton
100% wool

Manmade fibers

100% rayon or acetate----For example, Arnel or Bemberg

100% synthetic such as Nylon, Acrylic, and Polyester-------For example, Dacron, Orlon or Fortrel

Blends

Cotton and rayon or acetate
Cotton and synthetic
Wool and rayon or acetate
Wool and synthetic

Other fibers and blends--please specify

CARD D

Fiber content
Laundry or cleaning instructions
Color fastness (does not fade when washed)
Stain resistance
Wrinkle resistance
Amount of shrinkage
Permanent or durable press finish

CARD E

1. Sent out to a commercial laundry
2. Sent out to be dry cleaned
3. Washed by machine at home or in a coin-op machine
4. Washed by hand at home
5. Dried at home in a dryer or in a coin-op dryer
6. Dried at home on a clothes line or hanger
7. Usually starched
8. Completely ironed at home
9. Just touched up at home
10. Not ironed at all
11. Dry cleaned at home (do not include spot cleaning)
12. Dry cleaned in a coin-op machine

CARD G

A. Under $3,000
B. $3,000-$4,999
C. $5,000-$5,999
D. $6,000-$6,999
E. $7,000-$7,999
F. $8,000-$8,999
G. $9,000-$9,999
H. $10,000-$10,999
I. $11,000-$11,999
J. $12,000-$12,999
K. $13,000-$13,999
L. $14,000-$14,999
M. $15,000 and over

CARD F

1. Pills easily
2. Does not pill easily

3. Made in attractive styles
4. Not made in attractive styles

5. Good value for the money
6. Not a good value for the money

7. Made in attractive colors
8. Not made in attractive colors

9. High in price
10. Low in price

11. Lasts a long time
12. Does not last a long time

13. Feels comfortable on skin
14. Does not feel comfortable on skin

15. Does not wrinkle easily
16. Winkles easily

17. Does not have to be ironed
18. Has to be ironed

19. Keeps its shape
20. Does not keep its shape

21. Dries fast
22. Does not dry fast

23. Absorbs moisture
24. Does not absorb moisture

25. Fades, discolors
26. Does not fade, discolor

27. Does not fray easily
28. Frays easily

29. Does not cling
30. Clings

31. Can be worn year round
32. Cannot be worn year round

33. Does not burst into flames easily
34. Bursts into flames easily

35. Machine washable
36. Not machine washable

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